Talon Abernathy

Vancouver, WA | Abert.2008@gmail.com | (253) 374-2023

https://www.talonabernathy.com | https://www.linkedin.com/in/talon-abernathy-958b8524a/

Skills

- <u>SEO/AEO/GEO Strategy and Optimization:</u> Proven expertise optimizing content for traditional search (Google) and AI-driven discovery (ChatGPT, Claude, Perplexity)
- <u>Search Intent Strategy & On-Page Optimization</u>: Deep understanding of the most effective use of semantic keywords, content structuring, and E-E-A-T principles.
- <u>AI-Augmented Workflow</u>: Skilled at leveraging AI tools (Claude, ChatGPT) for content ideation, research, and drafting while maintaining rigorous quality control, accuracy, and originality—critical for regulated B2B content.
- <u>Cross-Functional Collaboration:</u> Track record coordinating with SMEs, Product, Legal, Engineering, and Marketing teams to deliver technically accurate, on-brand content in fast-paced environments.
- <u>CMS & Technical Proficiency:</u> Experienced with enterprise CMS platforms (Drupal, WordPress), marketing automation (Braze), analytics tools (GA4, Search Console, SEMrush), and basic HTML for content optimization.
- <u>Content Performance Measurement:</u> Data-informed approach using analytics to drive content decisions, optimize for discoverability, and improve engagement metrics.

Experience

LendingTree, Senior Writer   *(05/2023) - (02/2026)*

• **Drove SEO/AEO content strategy for ValuePenguin's health insurance vertical**, optimizing hundreds of articles for performance across Google search and AI platforms (ChatGPT, Claude, Gemini, Perplexity, etc.), achieving multiple articles with 3-5x traffic growth, top-3 SERP rankings, and inclusion in AI overview and PAA sections.

• **Collaborated cross-functionally with Product, Legal, and Marketing teams** to translate complex, highly-regulated financial products into accessible narratives optimized for search discovery and user comprehension.

• **Partnered with Engineering and Design teams to implement technical SEO improvements**, including schema markup, internal linking strategies, and content architecture redesigns, including a complete redesign of the ValuePenguin front page and public relations pillar page.

• **Leveraged AI tools (Claude, ChatGPT) strategically for content research and ideation** while maintaining rigorous quality control and E-E-A-T standards critical for regulated financial content where accuracy is non-negotiable.

• **Managed content workflows across Drupal (pre-migration) and WordPress CMS platforms**, helping to coordinate the editorial calendar while ensuring technical accuracy and compliance requirements.

• **Used data analytics (GA4, Search Console) to inform content strategy decisions**, identify optimization opportunities, and track performance across traditional search and AI Overview placements.

• **Optimized content for answer engine visibility through structured formatting**, semantic keyword targeting, and authoritative sourcing.

Self-employed, Freelance writer   *(04/2018) - (05/2023)*

• **Created multi-channel content** (pages, blogs, solution content, resources) for a broad range of clients, including cybersecurity firms, B2B and B2C SaaS products, and major media outlets, such as The Miami Herald, Money.com, MSN, Nasdaq, Yahoo! Finance.

• **Specialized in simplifying complex topics (finance, healthcare, technology) into accessible narratives for general audiences** while maintaining technical accuracy and credibility.

• **Managed client relationships and project timelines independently**, demonstrating strong ownership, communication skills, and ability to deliver quality content under tight deadlines.

English Teacher, Greater Seoul Area   *(06/2016) - (08/2021)*

• **Adapted educational content for diverse international audiences**, demonstrating cultural sensitivity and ability to communicate complex concepts clearly across language barriers.

• **Developed curriculum and instructional materials**, building a strong foundation in content strategy, audience analysis, and iterative improvement based on feedback.

EDUCATION AND CERTIFICATIONS

Bachelor of Arts, Political Science | *University of Washington*
Concentration: Political Economy

Copy Editing Certificate | *UC San Diego Extended Studies*