



Amy Lafferty

Content and SEO Specialist

Contact Information

Springfield, MO
amy.l@affablesoupeditors.com
(309) 269-0975

Skills and Certifications

- HubSpot SEO Certification
- HubSpot Inbound Certification
- SEO/Content Strategy
- AI Prompting/Context Engineering
- ChatGPT
- Perplexity
- Google Suite/Gemini
- MS Office
- WordPress & Web Updates
- HubSpot
- Magento
- SEMrush
- Sitebulb
- Website & Blog Editing
- Case Studies & White Papers
- Creative & Technical Copywriting
- Editorial Management
- Social Media Content
- Marketing Communications
- Asana
- Monday.com
- Wrike
- Higher Education Instruction
- Spanish (B2 Proficiency)

Education

References

Available upon request

Professional Summary

- Dynamic SEO and Content Specialist with advanced expertise in content creation, editing, AI context engineering, and digital marketing.
- Proven leader in developing high-impact strategies, managing diverse client accounts, and delivering results in agency, tech, and editorial environments.
- Master's-trained writer and educator known for human-centered communication and adaptability across industries.

Work Experience

BigPxl / SEO and Content Specialist

SEPTEMBER 2024 - PRESENT, SPRINGFIELD, MO

- Develop SEO, AI, and content strategies for diverse client accounts, managing WordPress and HubSpot sites, and overseeing technical SEO improvements.
- Write engaging business case studies, blogs, and web content for industries including healthcare, storage, retail, and professional services.
- Collaborate cross-functionally to drive measurable results in traffic, engagement, and lead generation.

Affable Soup Edits / Owner and Editor

JULY 2024 - PRESENT, SPRINGFIELD, MO

- Founded a writing and editing company specializing in editing, proofreading, and creative consultation for authors, businesses, and academics.

iQor / Content Writer

JANUARY 2023 - JULY 2024, REMOTE

- Produced SEO-driven marketing, website, and campaign content for global BPO and customer experience clients.
- Conducted research to create high-quality, data-driven white papers, case studies, guides, blogs, and social media copy.
- Collaborated with internal stakeholders for consistent brand messaging.

Everything Kitchens / Web Updates Writer

JANUARY 2021 - DECEMBER 2022, SPRINGFIELD, MO

- Created and optimized product copy and SEO performance for e-commerce, driving traffic, engagement, and sales.
- Managed ongoing web updates and content refreshes.

Missouri State University / Department of Marketing & Communications

Copy Writer and English Department TA/Adjunct Professor

JULY 2015 - JANUARY 2019, SPRINGFIELD, MO

- Supported university marketing campaigns; wrote alumni profiles, faculty research guides, and internal communications.
- Taught composition and creative writing courses; developed curriculum and provided student mentorship.
- Volunteered as Fiction Editor for Moon City Review; evaluated and edited fiction submissions; collaborated on selection and publication.

Missouri State University / Master of Arts in English—Creative Writing

AUGUST 2014 - MAY 2017, SPRINGFIELD, MO

Evangel University / Bachelor of Arts in International Studies and English

AUGUST 2010 - MAY 2014, SPRINGFIELD, MO

