

PEYTON POWELL

CONTACT



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SKILLS

- Content Writing
- On-Page SEO
- Keyword Research
- SERP Analysis & Competitor Research
- Internal Linking Strategy
- Content Planning
- Affiliate Content Marketing
- WordPress CMS
- Ahrefs
- Google Search Console

CERTIFICATIONS

- Google Analytics 4 (GA4)
- HubSpot (Content Marketing, Digital Marketing, Inbound Marketing, Social Media Marketing I & II)
- Semrush (Keyword Research Essentials, SEO Essentials, Technical SEO and AI Search Essentials)

WORK HISTORY

February 2023 - Current

Digital Content Strategist & SEO Writer — *Spixler AB*

- Lead SEO-driven content strategy across sports betting and iGaming websites, focused on improving organic visibility, aligning content with search intent, and building topical authority.
- Conduct keyword research, SERP analysis, and competitor audits to guide content planning, identify ranking opportunities, and optimize existing content.
- Write and edit long-form evergreen content, including in-depth reviews and guides, with a focus on on-page SEO, E-E-A-T, and information gain.
- Helped grow organic search traffic, increasing monthly clicks by over 400% (from ~24,800 to 124,500+) and monthly impressions by over 230% (from ~4.8M to 16.4M+)

January 2023 - January 2025

Contributing Writer — *FanSided (Minute Media Ltd.)*

- Wrote timely articles for BigRedLouie and Saturday Blitz, covering news, game analysis, and feature stories on Louisville sports and college football.
- Worked closely with Site Experts to brainstorm article ideas and tailor content to audience interests, with a focus on trending stories and recent events.

November 2021 - December 2022

Content Writer & Editor — *ChemTalk*

- Wrote articles and designed tutorials covering a wide range of chemistry topics within focus areas such as biochemistry, organic chemistry, and physical chemistry.
- Proofread, edited, and critiqued the work of other writers on staff to ensure accuracy, readability, and consistency before publication.

EDUCATION

May 2026

Master of Science — Digital Marketing Communications

West Virginia University, Morgantown, WV

- GPA: 4.00

May 2022

Bachelor of Science — Neuroscience And Psychology

University of Louisville, Louisville, KY

- **Minors:** Biology, Chemistry
- **GPA:** 3.92 | *summa cum laude*
- **Honors:** University of Louisville Honors Program; Dean's Scholar (5x); Dean's List (3x)