

DAN BERGET

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Portfolio: <https://portfolio.danberget.com>

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AREAS OF EXPERTISE:

- Grammar – English, AP Style
- Proofreading and Editing
- Content Marketing
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Website Hosting Platforms – WordPress, AEM

SKILLS:

- Google: Search Console, Analytics 4
- SEO Tools: Conductor, SEMRush
- Project Management: Asana, Monday, Figma, inRiver
- Content Production: Chat GPT, Office, WordPress

EXPERIENCE:

JANUARY 2024 – PRESENT

CONTENT AND PRODUCT COPYWRITER, DOLLAR GENERAL

- Developed and implemented content strategies for Dollar General's category pages, enhancing user engagement and SEO rankings.
- Crafted compelling product descriptions and marketing copy across various categories, driving sales and brand loyalty.
- Conducted keyword research and SEO optimization to improve organic search visibility and performance.
- Collaborated closely with cross-functional teams to ensure content alignment with marketing objectives and brand voice.

DECEMBER 2021 – DECEMBER 2023

SEO COPYWRITER, LUMENS

- Enhanced organic search rankings by writing and refining copy for primary category pages.
- Developed Google title and meta descriptions for category pages.
- Conducted keyword research for optimal search results.
- Created content for email campaigns, WordPress articles, brand copy, and notable designer bios.

JUNE 2019 – DECEMBER 2021

PRODUCT CONTENT PUBLISHER, YDESIGN GROUP

- Wrote and edited sixteen content pieces daily for premium lighting and furniture brands.
- Analyzed product details to guarantee accurate representation on retail website.
- Supervised and edited content from a team of five writers, ensuring description accuracy, grammatical integrity, SEO optimization, and cohesive flow.

EDUCATION:

MAY 2018

BACHELOR OF ARTS, ENGLISH, CALIFORNIA STATE UNIVERSITY, SACRAMENTO