

DAN BERGET

Copywriter & Digital Content Strategist | SACRAMENTO, CA

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PROFESSIONAL SUMMARY

Strategic Copywriter and Content Strategist with over 6 years of experience driving organic growth for enterprise e-commerce and B2B brands. Proven track record in executing high-volume content operations, managing complex CMS migrations, and leading editorial workflows. Expert at leveraging data-driven SEO and AI-integrated workflows to enhance brand authority and conversion performance.

CORE COMPETENCIES

- **Strategy & SEO:** Content Strategy and Architecture, Search Engine Optimization (SEO), Keyword Research, Digital Marketing, Brand Voice and Localization, Editorial Leadership
- **Tools & CMS:** WordPress, Adobe Experience Manager (AEM), inRiver (PIM), Google Analytics, Google Search Console, Semrush, Screaming Frog, Conductor
- **Operations & Collaboration:** Project Management, Asana, Monday.com, ClickUp, Figma, AI Prompting (ChatGPT, Claude, Gemini)

EXPERIENCE

Copywriter | Inszone Insurance Services | Remote September 2024 – Present

- Drive a comprehensive, multi-channel B2B and B2C content strategy, translating complex, highly regulated concepts into accessible, conversion-driven web content.
- Produce over 100 long-form blog articles annually across five distinct brand verticals, managing the editorial calendar from ideation to publication.
- Manage official communications for national corporate expansion, conducting executive interviews and drafting formal AP style M&A press releases for distribution on Business Wire.
- Develop site-wide web copy, high-converting monthly newsletters, and targeted social media ad campaigns to support full-funnel marketing initiatives.
- Leverage advanced WordPress workflows and integrate AI tools to scale production while maintaining strict editorial standards and brand consistency.

SEO Content Specialist | Shipt (Contract) | Remote March 2024 – September 2024

- Crafted engaging, strategically tailored content to meet strict SEO goals across multiple sections of the digital platform to support national market expansion.
- Developed highly localized landing page copy for major cities across the U.S., capturing the unique culture and shopping preferences of each target market.
- Ensured all content was highly optimized for search engines while maintaining a cohesive brand voice, directly improving the brand's organic online visibility.

**Content and Product Copywriter | Dollar General (Contract) | Remote
January 2024 – September 2024**

- Executed high-volume content strategies for enterprise category pages, utilizing Adobe Experience Manager (AEM) and inRiver (PIM) to manage and publish site-wide updates.
- Crafted compelling product descriptions, scannable FAQs, and snappy headlines for high-traffic landing pages, bridging the gap between diverse product offerings and consumer needs.
- Conducted rigorous keyword research and SEO optimization to capture featured snippets, improve organic search rankings, and boost e-commerce sales.
- Collaborated closely with cross-functional merchandising and marketing teams to ensure content alignment with broader business objectives.

**SEO Copywriter | Lumens | Hybrid (Sacramento, CA)
December 2021 – January 2024**

- Took ownership of the organic search strategy, utilizing Conductor and Semrush for thorough keyword research to ensure content met rigorous brand standards while driving traffic and conversions.
- Managed the platform migration and comprehensive rewrite of over 60 blog articles during a major corporate rebranding initiative.
- Crafted 100+ pieces of high-performing SEO content for top-level category architecture and faceted landing pages.
- Wrote engaging brand narratives, designer biographies, and daily email marketing copy for both consumer and B2B trade campaigns.

**Product Content Publisher | Lumens | Hybrid (Sacramento, CA)
June 2019 – December 2021**

- Authored over 8,000 high-quality product descriptions for a premier online luxury retail platform, consistently meeting demanding daily production quotas.
- Served as acting editor, overseeing and refining the daily workflow of a five-person writing team to guarantee strict adherence to brand style guides.
- Analyzed complex technical product specifications to ensure precise and accurate website listings that drove consumer trust and reduced return rates.

EDUCATION

Bachelor of Arts, English Language and Literature
California State University, Sacramento
May 2018