

# DAN BERGET

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

LinkedIn: <https://www.linkedin.com/in/dan-berget/>

## AREAS OF EXPERTISE:

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

## SKILLS:

- Google: Search Console, Analytics 4
- SEO Tools: Conductor
- Project Management: Asana, Monday, Figma
- Content Production: ChatGPT, Office, Google Docs

## EDUCATION:

MAY 2018

**BACHELOR OF ARTS, ENGLISH**, CALIFORNIA STATE UNIVERSITY, SACRAMENTO

## EXPERIENCE:

MARCH 2024 – SEPTEMBER 2024

**SEO CONTENT SPECIALIST**, SHIPT

**CONTRACT** - Developed city-specific copy for multiple sections of the Shipt website; tailored content to reflect local culture, products, and shopping preferences, enhancing customer engagement and brand localization; wrote SEO-optimized category copy for various product lines, including food, toys, and household items, ensuring that each piece of content was both engaging and search-engine friendly.

JANUARY 2024 – PRESENT

**CONTENT AND PRODUCT COPYWRITER**, DOLLAR GENERAL

**CONTRACT** - 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 – JANUARY 2024

**SEO COPYWRITER**, LUMENS

**FULL TIME** - 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, LUMENS**

**FULL TIME** - 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.