

Alex Williams

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Objective

Versatile content writer and copywriter with over 10 years of experience delivering clear and compelling content and copy in both long-form SEO rich content and short-form. Strong sense of client focus and attention to detail to create rich content in varying sectors.

Experience

Pocket-lint | Professional Buyer's Guide Writer 2023 ~ Present

- Authored multiple buyer's guides and collections covering a wide range of tech products.
- Curated content surrounding SEO optimized affiliate marketing averaging a 400% ROI.
- Conducted market research pulling multiple data sets and reports that increased sessions by 74%.

Redfin | Customer Relations Coordinator 2018 ~ Present

- Use in-house CMS software to engage and organize lead-generation data of Redfin clientele.
- Coordinated and scheduled daily meetings with multiple vendors and clients.
- Interacted with clients providing marketing insights increasing client retention and acquisitions.

Dotdash Meredith | Copywriter 2016 ~ 2018

- Curated affiliate marketed buyer's guides increasing direct purchases by 217%.
- Updated content with latest SEO rules, spiking click-through-rate by 11%.
- Oversaw data analytics and KPIS, building content marketing strategies.

TechRadar | Web Content Writer 2009 ~ 2017

- Created detailed product analysis of emerging technologies driving client purchases by double.
- Assisted editors with product leads with revision updates cutting turnaround time by 30 percent.
- Researched data on tech consumer products for accuracy in reporting increasing viewership.

Education

Pennsylvania State University, BS Marketing

Diablo Valley College, AA Psychology

Skills & abilities

Fluent in English.

Intermediate in Japanese.

Direct response copy.

Product research.

Content creation and marketing.

Ad campaigns.

SEO.

JavaScript. CSS. HTML. Python. Microsoft Office Suite. A/B testing.

Google Analytics Certification. TEFL Certification.

CPR/AED certification. CA Real Estate License #02055009.