

Christine LeBlanc

SEO Copywriting Specialist

Experience

Social Media Coordinator April 2022-Current

Miami Marlins™ Baseball Team

- Assisted in the creation of written, video, and photo content for all Marlins social platforms.
- Collaborated with marketing team to create social media calendar.

SEO Copywriting Specialist Jun. 2021-May.2022

BigPxl

- SEO-driven blogs for health, entertainment, technical, B2B, and B2C companies.
- Website content development for WordPress and Figma websites.
- Created pieces related to best storytelling practices and appealing to consumer persona.
- Managed inbound and outbound leads.
- Paid ads management.

Freelance Copywriter Aug. 2020-Jun. 2021

On The Map Marketing, Inc.

- SEO copywriter for law firm blogs and web pages
- Content development relating to readability, tone, and style to increase google rankings and boost client services.

Independent Contractor Nov. 2020

NP, Inc.

- Outlined and produced Q1 mortgage firm corporate newsletter

Digital Marketing Associate Nov. 2016 - Feb. 2018

Market My Market

- Rebranded and developed social media content increasing target audience engagement by 40%.
- Crafted creative social strategies centered around product development, visuals, and trends.
- Managed daily blogs and articles for fitness, health & wellness industry, legal, and B2C clients.
- Focused on email marketing using email sequences and automation software.
- Improved conversion metrics such as bounce rate, leads generated, and ROI by 25%.

SEO copywriter searching for a role where I may showcase my love for creativity, brand development, and writing for products and services I believe in.

Writing Portfolio

chriss.journoportfolio.com

Contact

Chrisscontent@gmail.com

954-624-6414

Skills & Expertise

- SEO keyword research
- Google Analytics certification
- Website content creation
- Proofreading & editing
- Copywriting
- Email marketing
- Press releases
- Social media management
- Product marketing

Education

University of Central Florida

Bachelor of Science
Health Sciences Pre Clinical
Minor: Health Administration Services