
Mike Davidson

SEO Copywriter

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[LinkedIn](#) | [Portfolio](#)

SKILLS

Experienced Senior Copywriter and content strategist with over 15 years delivering SEO-optimized, high-converting digital content across eCommerce, eLearning, legal, and regulated industries. Contributor to Certus-owned OSHA Education Center, with 30+ SEO articles written on safety and regulatory training. Developed 150 sets of CPE-aligned learning objectives and glossaries for LinkedIn Learning courses, supporting continuing education compliance.

Skilled at translating complex material into engaging content that drives conversions while maintaining brand voice and editorial standards. Proficient in AI content editing, SEO best practices, and collaborating across marketing, SEO, and design teams. Organized, with a proven ability to meet deadlines and maintain clear and honest communication while still prioritizing kindness and compassion.

Core Competencies

- SEO Copywriting & On-Page Optimization
- Regulated Industry & Compliance Content
- eLearning & CPE Course Content Development
- AI-Generated Content Editing & Humanizing
- Brand Voice Development & AP Style
- Keyword Research & SERP Strategy
- Cross-Team Collaboration (SEO, Design, Product)
- WordPress & CMS Platforms

EXPERIENCE

WriterAccess – Freelance Writer

May 2012 - PRESENT

- One of the platform's first and top-performing writers, delivering 4+ million words across blogs, guides, and white papers.
- Created content for clients in technology, finance, B2B services, and eCommerce to boost visibility and conversions.

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- Recognized for adaptability, creative storytelling, and consistent brand voice across diverse industries.
 - Wrote and edited over 30 articles for OSHA Education Center, adhering to strict SEO standards and style requirements.

The Really Useful Information Company (TRUiC) – Contract Writer

March 2020 - June 2023

- Management's go-to writer for complex, time-sensitive SEO projects
- Authored detailed how-to guides and articles on business formation, insurance, financing, and marketing topics.
- Collaborated with SEO specialists and designers to ensure content aligned with brand strategy and search intent.
- Consistently met aggressive deadlines while maintaining high editorial quality and engagement.

Mophead Media – Director of Content

January 2021 - June 2022

- Oversaw content strategy and production for 12 small business WordPress sites.
- Managed and mentored freelance writers to ensure high-quality, on-brand content.
- Optimized blogs and landing pages for SEO performance, readability, and conversion goals.

LinkedIn Learning – Contract Writer / Instructional Content Developer (CPE V2 Requirements Project)

January 2019 - June 2020

- Produced 150 Continuing Professional Education (CPE) course documents and 150 glossaries to support LinkedIn Learning's professional training catalog.
- Created learning objectives aligned with assessments using Bloom's Taxonomy principles.
- Conducted in-depth research to ensure content accuracy, clarity, and educational value.
- Maintained consistent tone, structure, and quality standards across a large-scale content rollout.
- Collaborated with project leads and editors to enhance template design and learner experience.

EDUCATION

University of Colorado, Colorado Springs – BA Communications