

Alexandria Sabatina (Ally)

Copywriter and Content Manager

Portfolio: allysabatina.journoportfolio.com

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EDUCATION

Arcadia University, Associates of Arts (2011-2014)

Temple University, Bachelor of Arts (2014-2015)

EXPERIENCE (See additional experience on [LinkedIn](#))

Alexandria Sabatina, LLC, Philadelphia, PA — **Content Manager and SEO Content Writer**

May 2015 - Present

- Collaborating with multi-disciplinary teams to write outlines, audit content, win featured snippets, and drive traffic to best-in-class blogs across various search intents
- Specializing in long and short-form content creation for blogs, optimized websites, social media, marketing materials, and internal executive communications
- Building and updating unbiased review rubrics to create best of round ups in various home improvement industries
- Growing monetized SEO properties by addressing user intent, customer journeys, and scaling content production, most notably for Inverse/Bustle Digital Group, the Financial Diet, MMG Media properties, US News & World Report, CNN Underscored, and Marketwatch
- Researching, writing, and editing SEO-informed product descriptions and reviews based on brand goals and industry standards
- Delivering clean copy that exceeds client expectations within discussed timelines
- Managing client relationships, contributing to content strategy, and executing initiatives with minimal oversight and alignment with style guides
- Consulting on the most up-to-date SEO practices and providing insight gleaned from years of balanced experience with varied SEO tools and content marketing

Orpical Group, Clementon, NJ — **Director of Operations**

August 2022 – December 2022

- Worked closely with the founders to establish operating best practices for project management, hiring, and web development
- Led the operations of three affiliate SEO websites, including web development contractors, copywriters, and affiliate partnerships
- Owned daily reporting, troubleshooting, strategizing future content, refreshing existing content, and anticipating Google algorithm updates
- Managed the company's calendar, held weekly meetings, and ensured that the business was operating sustainably toward long-term growth goals

Three Ships, Raleigh, NC — **Content Producer, Pod Project Manager**

July 2021 – July 2022

- Facilitated a cross-functional team, maintained a content calendar, planned 2-week sprints, and executed high-value SEO content initiatives in order of priority while juggling a wide variety of tasks
- Assisted in weekly reporting and data analysis, while writing and editing at a pace of 4,000 words per day
- Anticipated potential hurdles, suggested process improvements, and problem-solved team issues on a regular basis.
- Supported the Director of Content's relationships with our brand partners by owning the home warranty vertical to ensure smooth delivery and game-changing results

1SEO, Bristol, PA — **Content Writer**

December 2020 - July 2021

- Pitched, drafted, and edited advertising copy, including blog posts, blog updates, newsletters, press releases, and multimedia components for **over 500 accounts**.
- Generated client briefs for freelance writers, edited their work and delivered to flawless work to our clients
- Maintained detailed rolling agendas for all work completed and planned
- Collaborated with a diverse UX/UI team, including paid social media specialists, PPC specialists, Operations/Administrators, CRMs, and other content writers to optimize our clients' content, hone their brand voice, generate leads, and drive conversions

SKILLS

Affiliate marketing

AP Stylebook

Canva

Content calendar management

Content Management Systems (CMS)

Client Relationship Management

(CRM)

Editing

Email marketing

Empathetic leadership

Expert interviews

HTML/Markdown

Link building

Microsoft/Google Suite

Problem-solving

Product testing

Productivity tools (Asana, Tableau,

Airtable, Google Drive)

Project Management

Qualitative research

SCRUM/Agile

SEO copywriting/editing

SEO Tools (Clearscope, Moz, Ahrefs,

SEMRUSH, Google Trends, Google

Analytics, Google Search Console)

Social media

Strategic content development

Video scripts/multi-media elements

WordPress

Writing