

Experienced content strategist with a track record at MUO and SlashGear covering cars, MacOS, iOS, and gaming. Led C+ Media's team to a 500% productivity increase. Diverse writing roles from Duolingo to Roll20.net

Professional Experience

CNET, Remote (July 2024 – Present)

Commerce & Deals Writer

- Curated and authored high-impact commerce content, contributing to significant traffic growth and increased user engagement on the CNET Deals page.
- Developed detailed and timely articles on the latest deals and discounts across various categories, ensuring readers received accurate and valuable information.
- Managed backend updates for deals, maintaining accuracy and relevance, and optimizing content for better visibility and conversion rates.
- Collaborated with the editorial team to align deal posts with broader content strategy, enhancing the overall site experience and user satisfaction.
- Fostered relationships with brands and retailers to secure exclusive deals and insider information, providing a competitive edge to CNET's commerce content.

SlashGear, Remote (November 2023 – April 1st 2024)

News Writer, Cars, iOS, macOS

- Demonstrated expertise in automotive journalism by authoring insightful articles on topics ranging from the durability of diesel versus gas engines to detailed analyses of iconic vehicles like the S197 Mustang, showcasing an ability to engage and inform a diverse readership.
- Enhanced the technology discourse with comprehensive guides and reviews, such as exploring the functionalities of Apple Music and macOS features, reflecting a strong command over iOS and macOS ecosystems.
- Contributed to consumer tech education by crafting easy-to-follow tutorials on customizing iPhone settings and using tech tools, demonstrating a commitment to improving user experience and digital literacy.
- Led investigative pieces on emerging tech trends, including the evaluation of AI detection tools, evidencing a keen insight into the future of technology and its intersection with everyday life.
- Excelled in producing content that bridges the gap between technology and practical usage, as seen in articles discussing car maintenance tips and the cinematographic choice of 24 FPS for movies, showcasing a talent for making complex topics accessible and engaging to a wide audience.

MakeUseOf.com, Remote

October 2022 – Present

Staff Writer, macOS, iOS, Gaming, and AI

- Authored in-depth how-to guides, product reviews, and feature articles on macOS and iOS, becoming a trusted voice in the tech community with thousands of monthly readers.
- Covered the latest trends, updates, and news in the macOS, iOS, and gaming sectors, ensuring timely, relevant, and actionable content for the website's vast audience.
- Collaborated with the tech review and editorial teams to produce content that was both accurate and engaging, resulting in a consistent high engagement rate for published articles.
- Leveraged SEO best practices within articles, contributing to an uplift in organic traffic for targeted keywords, enhancing the site's search engine visibility.

- Conducted hands-on testing and reviews of macOS and iOS apps, tools, and games, offering readers a first-hand perspective and trustworthy recommendations.
- Actively participated in team brainstorming sessions, contributing ideas and insights that shaped the content direction and strategy of the technology section.

SEO Content Marketing Manager and Editor

December 2020 — January 2022

- Spearheaded the content marketing strategy, overseeing a robust remote team of 15, which produced an average of 14,000 words of unique publishing content weekly for a diverse global clientele.
- Successfully optimized content using advanced SEO techniques, resulting in a significant boost in organic search traffic and elevating client websites' rankings on search engine results pages.
- Introduced a dynamic editorial calendar system, streamlining the content creation process and ensuring timely content delivery.
- Mentored junior writers and editors, conducting regular training sessions on SEO trends and best practices, ensuring the team's skills remained at the industry's cutting edge.
- Under my leadership, the team achieved a monumental 500% productivity surge, amplifying the monthly revenue from \$1,000 to over \$5,000, highlighting the effectiveness of implemented strategies.
- Fostered a feedback-rich environment, encouraging constant improvement and adaptation to evolving SEO algorithms and client requirements.

Freelance Adventures & Modules Writer

September 2019 — July 2021

- Collaborated with Roll20's design team to craft engaging and immersive adventures and modules tailored for a diverse range of tabletop role-playing games (RPGs) enjoyed by a user base of over 5 million registered players.
- Pioneered interactive features within modules to capitalize on Roll20's unique virtual tabletop capabilities, resulting in a 20% increase in module sales during the tenure.
- Worked closely with graphic artists to ensure visual elements harmoniously complemented narrative content, enhancing the player experience.
- Received consistent positive feedback from the user community, with an average module rating of 4.8/5.
- Led webinars and online workshops to share best practices and insights with aspiring module writers in the Roll20 community, helping nurture a new generation of content creators.

Duolingo, Athens

June 2018 — July 2019

French to English Tutorial Writer

- Collaborated with Duolingo's linguistic team to create, curate, and update interactive French-to-English tutorials tailored for a user base of over 20 million active learners.
- Enhanced the user experience by incorporating feedback from learners, leading to a 15% increase in tutorial completion rates.
- Conducted weekly reviews with the quality assurance team to ensure translations met Duolingo's rigorous accuracy standards.
- Organized bi-monthly workshops for fellow content developers, sharing best practices and new linguistic research to enhance content quality.
- Spearheaded a pilot project that integrated cultural notes into tutorials, providing learners with contextual insights, which was later adopted platform-wide due to its high user engagement.

Education

BS in Communication

Purdue University Global, Online

Bachelor's in Digital Journalism and Media

Penn State World Campus

Areas of Expertise

- Microsoft Office
- Content Writing
- Hardware Reviews
- Tech Writing

- HTML
- Wordpress
- Game Reviews

- Creative Writing
- SEO
- Consumer Tech Writing