



Edward Humphries

edwardlhumphries1970@gmail.com

850-207-2241

[Online Portfolio](#)

- Certified Content Writer
 - SEO Specialist
 - Content Strategy
 - Website Copywriting
 - Blogging
 - Email Marketing
 - Social Media
-

Summary

I began my career as a content writer in 2014. Since then, I've spent my entire career learning from high-level professionals who taught me to produce SEO-driven copy that is compelling, engaging, and produces tangible, measurable results.

I am a successful writer because I am still a curious student, taking on new challenges and learning new things without fear or reservation. My greatest fulfillment in my career is being able to draw a straight line from my effort to client success. As such, I'm never satisfied - there's always more to do.

Training & Certification

- GA4 Certified
- Hubspot Content Writing Certification
- AMA & DMI Certification
- Semrush Academy

Proficiencies

- Semrush
 - Surfer SEO
 - Clearscope
 - Semify
 - WordPress
 - Ahrefs
 - Slack
 - Asana
 - MS Teams
 - Monday
-

Recent Work Experience

Content Writer / On-Page SEO Specialist

January 2020 - Present

[Magnyfi](#)

Contact: Jacob Hicks, jacobhicks@magnyfi.com

- Generated 30 - 60 web pages per month, including website pages, landing pages, and blogs.
- Developed on-page SEO strategies that resulted in higher Google rankings and more conversions.

- Generated ideas that improved website structure, navigation, and readability.
- Helped boost client sales and engagement by more than 50 percent.

Content Writer / SEO Strategist

January 2022- Present

[High Level Marketing \(HLM\)](#)

Contact: Erin Longest, elongest@highlevelmarketing.com

- Generated 50 to 100 pages per month, including website pages, landing pages, and blogs.
- Collaborated with SEO specialists and web designers to develop website strategies, including page structure, SEO, readability, and navigation.
- Met with over 20 clients personally and helped them improve their website's performance
- Received consistent five-star ratings and positive reviews from clients and coworkers.

Industries

I've written extensively in the following industries:

- Real Estate
- Home Improvement
- Construction
- Legal
- IT / Technology
- Automotive
- Medical
- Business / Marketing
- Insurance

Previous clients have included Facebook, Ford Motor Company, Car & Driver, Home Depot, IKEA (US), Airbnb, ExpressVPN, NordVPN, Udemy, and Morgan & Morgan.

Professional Assets

How do I help companies the most?

- 10 years experience working with digital marketing teams - I bring more to the table.
- Extensive academic and hands-on SEO training.

- Highly effective, sales-driven, persuasive copy designed to increase conversion rates.
 - Ability to write content that is concise, easy to read, brand-guided, and well-formatted.
 - Consistent work ethic with a great attitude - no complaints or excuses.
-