

Virginia Hamill

Content Manager

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Multifaceted content manager with nearly nine years of experience writing, editing, and researching a broad range of content and over ten years of people management.

Work History

2022-04 - Current

Content Manager

Kin Insurance, Chicago, IL

- Manage content from ideation through distribution to online channels.
- Analyze user engagement and website traffic metrics using Google Analytics and SEMRush.
- Lead team of writers and designer to oversee results of job performance.
- Collaborate with CEO to develop research-based thought leadership articles.

2021-04 - 2022-04

Content Editor

Kin Insurance, Chicago, United States

- Optimized content with key search terms to drive traffic and online visibility.
- Edited and proofread content to confirm quality and consistency with Chicago Manual of Style guidelines.
- Developed company content style guide.
- Provided writing support for variety of public-facing materials.

2014-01 - 2021-12

Freelance Content Writer

Freelance, Chicago, IL

- Created, edited, and optimized 100+ pages of evergreen content to improve SEO ranking for specific keywords.
- Conducted extensive interviews and internet research to create articles, web content, and keynotes.
- Clients included Square Planet Presentations & Strategy, TopStepTrader, and Thimble.

2019-05 - 2021-04

Editor

Fit Small Business, New York, NY

- Managed 3 accounting and insurance writers.
- Edited articles for grammar, spelling, punctuation, syntax, accuracy and compliance with AP and company style guidelines.

- Updated articles to improve readability and performance.
- Collaborated with writers to evaluate articles and guide editorial improvements.
- Assisted in recruiting and hiring new writers.

2018-10 - 2019-05

Staff Writer /Subject Matter Expert

Fit Small Business, New York, NY

- Utilized exceptional writing, editing, and proofreading skills to produce 2-3 engaging and error-free articles per week.
- Organized material to research and complete writing tasks.
- Brainstormed ideas to create useful content for site.
- Incorporated review comments and corrections into existing documentation.

2017-01 - 2018-10

Content Manager, Wholesale

Insureon, Chicago, IL

- Copyedited blog posts to optimize keyword density and maintain brand voice.
- Created web content and marketing materials for company rebranding.
- Supervised growing team of freelance writers.
- Managed all content development from conception to publication for variety of marketing campaigns on multiple channels.

2014-04 - 2017-01

Content Writer

Insureon, Chicago, IL

- Wrote effective content for marketing department, including blog posts, web content, marketing emails, eBooks, and press releases.
- Contributed to content development in weekly brainstorming sessions.
- Interviewed SMEs and researched risk management topics for blogs across multiple industries, including insurance, construction, food services, and retail.

Education

2001-06 - 2004-05

Master of Arts: Writing Theory And Pedagogy

DePaul University - Chicago, IL

1990-08 - 1994-05

Bachelor of Arts: English Literature

Loyola University of Chicago - Chicago, IL

Skills

Google Analytics, Google Search Console, SEMRush, Ahrefs, & Forestry

Content editing & writing

AP Style & Chicago Manual of Style

SEO best practices