

Chelsea Oliver

chelsea.m.oliver@gmail.com / (647) 339 – 0161 / Miss. ON

Summary

A senior content writer specializing in B2C marketing content and editing. I offer exceptional writing and editing abilities, expert communication skills and a vast range of experience.

Accomplishments

- **Content writing and editing lead** (web and mobile)
- Successful **copywriting** and **Search Engine Optimization (SEO)** campaigns for 75+ clients
- Talented **storytelling** via a broad range of digital applications

Work History

2019 – Present

Content Coordinator
MKT Digital Inc.

- Plan, write, edit and measure user-centric content for internal and client marketing projects, considering brand, content and design guidelines
- Leverage principles of search engine optimization (SEO) and design to create content that proactively addresses and targets the questions and concerns of peers, executives, audiences
- Effectively analyze and interpret user and SEO data and research for content planning, creation and forecasting
- Assign, track, edit and publish content across online channels (web, email, white paper, .PDF, PowerPoint)
- Frequently and directly collaborate with marketing and scrum teams, including web designers and developers, SEO specialists, junior and senior executives, account managers
- Independently manage and prioritize multiple projects at once while adhering to strict timelines
- Independently recruit, hire and manage a team of local and overseas writers and editors
- Internal and client social media (Instagram, Facebook, Linked In, Twitter)
- Skills include Microsoft Office, basic WordPress, MailChimp, Adobe Illustrator, Adobe Photoshop, HubSpot, Hootsuite, Later.com, Sked Social

2012 – 2019

Digital Marketing & Content Strategy
Bermuda Yellow Pages/Yabsta

- Development and execution of internal and client content marketing adhering to brand, content and design guidelines
- Copywriting and copy editing for blogs, websites, web ads, client and internal social media environments, email newsletters and more
- Direct collaboration with web designers, web developers, clients, junior and

- senior executives, SEO specialists, account managers, salespeople
- Development, execution and monitoring of SEO campaigns for clients and Yabsta Network jurisdictions
- Independent, deadline-driven management of multiple projects at once
- Independent management of overseas team of junior writers
- Developed, hosted and presented 2014 and 2016 seminars on the importance of Twitter for business in the City of Hamilton, Bermuda
- Independent management of Yabsta web environments
- Internal and client social media (Instagram, Facebook, Twitter)

Education

Sept 2006 - Honours Bachelor of the Arts – English Literature and Rhetoric
June 2010 *University of Waterloo*

Sept 2002 - O.S.S.D
June 2006 *Cawthra Park Secondary School*

References and portfolio available upon request.