

# Keith Howard

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## Profile

Advanced writer and editor with 17 years of experience specializing in Answer Engine Optimization (AEO) and Search Engine Optimization (SEO)-driven content. Proven track record of using content management systems to increase web traffic and drive engagement through data-driven strategies. Skilled in managing editorial processes and collaborating cross-functionally to achieve brand objectives.

## Education

**M.S. - JOURNALISM | DECEMBER 2007 | *BOSTON UNIVERSITY, BOSTON, MA***

**B.S. - ENGLISH LITERATURE | DECEMBER 2005 | *UNIVERSITY OF ILLINOIS, CHAMPAIGN, IL***

## Experience

### **Content Marketing Specialist | InboundAV | Chicago, IL (remote) | 2025 – Present**

- Planned, created, and managed internal and client content designed for AEO and SEO optimization
- Created original copy for articles, marketing emails, social media posts, web pages, and case studies
- Researched and proposed topics for marketing campaigns while adapting to different client needs
- Compiled performance reports on content campaigns to support overall marketing agency goals

### **Temporary Writer | HUB International | Chicago, IL (remote) | 2025 – 2025**

- Wrote and edited clear, concise, and engaging copy across numerous print, digital, and web channels
- Formatted creative documents using Adobe InDesign and used WordPress to update web content
- Made complex insurance content accessible and digestible for professionals accessing open enrollment
- Collaborated with designers, project managers, and developers to deliver multi-channel campaigns

### **Content Specialist | TEAM Software by WorkWave | Chicago, IL (remote) | 2023 – 2025**

- Developed lead gen, demand gen, and blog content to increase SEO score while tracking online trends
- Created long and short copy that provided insights to industries while planning the editorial schedule
- Generated engaging copy for emails, landing pages, social media, sell sheets, videos, and more
- Optimized web content, audited articles for SEO, and increased online traffic using Google Analytics
- Supported content strategy based on industry trends, competitor insights, and buyer preferences
- Ensured materials were ready for inter-departmental adoption and distribution by other teams

### **Content Manager/ Content Editor | Booksy | Chicago, IL (remote) | 2018 – 2023**

- Increased blog traffic by 150% while developing the voice, brand identity, and in-house writing style
- Wrote, edited, fact-checked, and published written blog content, along with images using WordPress
- Measured and regularly tracked content effectiveness using Google Analytics for content audits
- Independently created blog posts, SEO articles, feature stories, testimonials, and multimedia packages
- Managed and edited content submitted by colleagues, freelance writers, and photographers

### **Content Reviewer | WyzAnt | Chicago, IL | 2015 – 2018**

- Reviewed user-generated content for spelling, grammar, and syntax errors, then provided detailed feedback for the customer service team to use while speaking with students and tutors
- Demonstrated critical thinking skills and paid attention to detail while reviewing content
- Assessed content submitted by potential tutors and made determinations based on company standards
- Resolved issues that pertained to violations of any content guidelines and escalated truly difficult situations to team leads and supervisors for additional review

### **Editorial Manager/ Editorial Coordinator | JAMA Dermatology | Chicago, IL | 2014 – 2018**

- Managed editorial deadlines, manuscript submissions, and peer-review communications for a nationally recognized publication that distributes dermatological content
- Supervised the flow of manuscripts and other science journal content from receipt to final publication
- Served as the main point of contact for the Editor and acted as a liaison to authors, reviewers, editors, and editorial operations staff at the JAMA Network

### **Site Editor/ Copy Coordinator | Groupon | Chicago, IL | 2013 – 2014**

- Promoted from a fact-checking and copy-editing role to an editorial position with more pressing deadline responsibilities after ten months; created written content aired in national and local markets
- Resolved time-sensitive requests to edit online content that was visible to merchants and customers
- Responded to pre-live and live deal update requests submitted via Zendesk by editing grammar, phrasing, and punctuation in accordance with the Groupon voice and the Chicago Manual of Style

### **Associate Editor | National Safety Council | Chicago, IL | 2011 – 2012**

- Wrote and edited content for three print and online publications that reached about 90,000 readers
- Maintained knowledge of industry trends, developments, and legislation
- Proposed topics based on research and interviews with experts to write digital and print articles

### **Phone Interviewer | NORC | Chicago, IL | 2010 – 2011**

- Conducted phone interviews for research in the public interest by accurately compiling data
- Demonstrated mastery of computer-assisted telephone interviewing and record-keeping
- Promoted to handle the most difficult cases based on consistent ability to exceed requirements

### **Reporter | The Daily Ardmoreite | Ardmore, OK | 2008 – 2009**

- Covered breaking news stories on crime and local government in four counties
- Collected data and compiled facts through detailed interviews and research while taking photographs
- Copy-edited and proofread all news articles and online material twice a week

## **Skills**

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|------------------------------------|-----------|--------------------------|
| • Search Engine Optimization (SEO) | • Semrush | • Adobe Creative Suite   |
| • Google Analytics                 | • Frase   | • Social media marketing |
| • WordPress                        | • Ahrefs  | • PC and Mac Systems     |
| • Asana                            | • ClickUp | • Team leadership        |