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 Manager | Performance Asset Management | Milwaukee, WI (remote) | 2026 – Present

- Wrote investor-focused content that prospects cited in sales conversations with the founder
- Rewrote and republished blog articles using GA4 data, growing blog clicks 84% year over year
- Publish 2-3 new written pieces of content per week by interviewing internal subject matter experts
- Build content strategy for new investor client contracts monthly, including a monthly newsletter
- Direct email marketing including a 31% open rate for the monthly newsletter sent to current investors
- Use AI tools to optimize efficiency for the content creation process
- Lead search engine optimization AEO/SEO/GEO efforts for website and content

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

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 (part-time) | 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/ Coordinator (part-time) | JAMA Dermatology | Chicago, IL | 2014 – 2018

- Managed editorial deadlines, manuscript submissions, and peer-review communications
- 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 staffers at the JAMA Network, which publishes nationally recognized medical journals

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 sent via Zendesk to edit content visible to merchants and customers
- Edited pre-live and live deals 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

- Generative AI Tools
- Claude, ChatGPT, & Gemini
- Google Search Console
- Google Analytics 4
- WordPress
- HubSpot
- Semrush
- Frase
- Ahrefs
- ClickUp & Asana
- SEO, AEO, & GEO
- Adobe Creative Suite
- Social Media Marketing
- PC and Mac Systems
- Team Leadership