

AARON BESSON

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COPYWRITER

Copywriter with 10+ years of experience turning complex topics into clear, useful, audience-focused digital copy. Strong background in brand voice, messaging strategy, editorial craft, conversion-focused writing, SEO-informed content, and data storytelling.

CORE SKILLS

Copywriting | Brand Voice | Content Strategy | Digital Copy | Conversion-Focused Writing | Narrative Development | Data Storytelling | Editing | Audience Research | SEO Copywriting | GA4 | Semrush | Ahrefs | Chicago Style | AP Style | ChatGPT

PROFESSIONAL EXPERIENCE

LendingTree | Content Writer

2020 to 2025

- Promoted to LendingTree insurance team to collaborate in building and expanding LendingTree content production system.
- Increased organic visibility by 35% across 700+ pieces by turning complex topics into clear, high-performing, customer-facing content.
- Cut revision cycles by 25% by strengthening copy clarity, tightening structure, and raising editorial quality.
- Partnered with design, analytics, PR, legal, and editorial teams to turn data into authoritative stories cited by Case Western Reserve University and repeatedly appearing in Google featured snippets.
- Built internal linking workflows that reduced publishing time by 20% and improved content discoverability across key pages.

QuoteWizard | Content Copywriter

2014 to 2020

- Increased site traffic by 25% through audience-focused insurance pieces that attracted more than one million readers.
- Wrote 600+ articles, landing pages and FAQs across multiple verticals for a growing fintech startup.
- Created authoritative content cited by Yahoo and The Sacramento Bee.
- Balanced clarity, accuracy, tone, and usefulness across high-volume content production without losing attention to detail.

EDUCATION

B.A. English Sonoma State University