

Alyssa Warner

Topeka, KS

AlyssaWarner.Editing@gmail.com

alyssawarner.journoportfolio.com

Summary

I'm a creative with a background in client experience, on-page SEO, and content creation, whose motto is, "Anything worth doing is worth also becoming an expert in."

Skills

- Keyword Research
- On-Page SEO
- Video SEO
- Content Creation
- Analytics-Tracking
- WordPress
- Copy Writing & Editing
- High-Pressure Problem-Solving
- Individual & Group Training

Additional Languages

- Japanese
(Conversational)

Education

B.A. English Language & Literature
2010-2017 University of Hawaii at Manoa

References

Ana Skemp
(608) 790-0255
Mother Earth News Editor-in-Chief
Ogden Publications

Josh Wilder
216.240.9565
Editorial Director
Ogden Publications

Video & Events Producer

09.23-Present

Mother Earth News & Ogden Publications

- SEO-Based Content Creation Strategy
- Video Editing, Uploads & Scheduling
- Live Presentation Hosting

I am part of a two person video team that delivers monthly video courses, webinars, and podcasts. In addition to planning, filming, and editing, I also take part in curating newsletters, writing copy, and editing for social. When I have time, I participate in group reads and color proofs for the magazines.

Online Editorial Assistant

05.22-09.23

Mother Earth News & Ogden Publications

- Keyword Research
- On-Page SEO Application
- SEO Training and Trend Sharing

In addition to the research and application of keywords to newly-published articles for five print publications, I also selected existing content for update and contributed to the SEO strategy of all of our websites. Additionally, I took ownership of Editorial training on SEO tools and processes.

Online College Essay Tutor

03.21-01.24

Tutor.com (The Princeton Review)

- Live Writing Coaching

I provided on-demand writing tutoring for undergraduate and graduate students.

Sales Manager/Client Specialist

11.18-10.20

Talbots

- Cold Calls & Emails
- Personal Style Appointments
- Credit Card Sales

I built client relationships and coached associates on how to offer a curated customer experience.