

Hope Denton

Fort Wayne, IN (Remote)
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SEO Content Writer & Brand Copywriter

SEO-focused Content Writer and Brand Copywriter with 9+ years of professional experience creating high-volume, conversion-driven digital content across home improvement, lifestyle, family, pets, and service-based industries. Proven ability to write clear, structured, brand-aligned blogs, landing pages, service pages, and product content at scale while supporting organic visibility, search performance, lead generation, and AI-readable content discovery. Published personal essayist with a background in entrepreneurship, brand voice development, and audience-centered storytelling.

Core Skills

- SEO Writing & On-Page Optimization
- Search- & AI-Optimized Content (GEO-aligned)
- Long-Form Blog & Article Writing
- Website & Landing Page Copywriting
- Service Page & Location Page Content
- Editing & Proofreading
- Brand Voice Development
- Conversion-Focused Copy
- Content Collaboration & QA
- CMS: WordPress, Webflow, Showit
- Tools: SEMrush (basic), Canva, Adobe Photoshop, Lightroom

Professional Experience

Content Team Member

Roofer Marketers / JobNimbus | Remote

December 2023 – Present

- Write and optimize approximately 200 SEO-driven content pieces per month across blogs, landing pages, service pages, service area pages, and product pages.
- Create SEO-informed, GEO-aligned copy designed to support organic visibility, search performance, and AI discoverability.
- Collaborate with account managers and content team lead to align content with campaign goals and client strategies.
- Perform website QA to ensure accuracy, consistency, and brand alignment across published content.
- Adapt tone and messaging across multiple industries and brand voices.

Owner & Lead Photographer

Hope Denton Photography L.L.C. | Fort Wayne, IN

December 2017 – 2023

- Founded and scaled a six-figure photography studio generating over \$100,000 in revenue.
- Wrote all website copy, blog posts, email newsletters, social captions, and marketing materials.
- Developed brand voice and messaging to support lead generation and client retention.
- Managed and led a team of five (two photographers and three hair/makeup artists).
- Handled client communications, contracts, scheduling, and sales inquiries.

Dog Trainer

Dog Training Elite | Fort Wayne, IN

2022 – 2023

- Wrote and scheduled Facebook posts to promote training programs and engage local audiences.
- Communicated with clients through email and text regarding scheduling, follow-ups, and program details.
- Assisted with lead handling, phone inquiries, and group training sessions.
- Contributed to consistent client signups through clear communication and relationship-building.

Freelance Writer

Remote

- Wrote obituaries and eulogies for families, focusing on compassionate, personalized storytelling.
- Crafted personal and narrative-driven pieces with strong emotional resonance.

Publications

- [Personal Essay](#), ***Business Insider*** (June 2025)

Education

High School Diploma
Lakota High School

Portfolio

Business Insider article link:

<https://www.businessinsider.com/dont-pay-kids-allowance-do-household-chores-2025-6>

Google Drive portfolio:

https://drive.google.com/drive/folders/1fab2TI21aUKfltvBNqOQ_bpUtg19Zc8d?usp=sharing