



# Jen Kelland

GEO & SEO  
WRITER & EDITOR

*Strategic content writer and GEO/SEO specialist with 12+ years of agency experience delivering authentic, high-performing content for worldwide clients.*

*Research-driven and deadline-focused, I create client-centred narratives that rank, engage, and drive measurable results.*

 jlkelland@gmail.com

 [linkedin.com/in/jenna-lea-kelland](https://www.linkedin.com/in/jenna-lea-kelland)

 +27 60 416 8347

 Cape Town, South Africa

## PROFESSIONAL SUMMARY

I'm a strategic content professional with 12+ years of experience in digital publishing and SEO- and GEO-driven content creation. I produce high-performing, search-optimised content that ranks – including multiple SERP #1 articles in competitive US markets.

Over the years, I've built deep experience collaborating with agency teams and clients to deliver authentic, client-focused content that drives traffic, engagement, and lead generation.

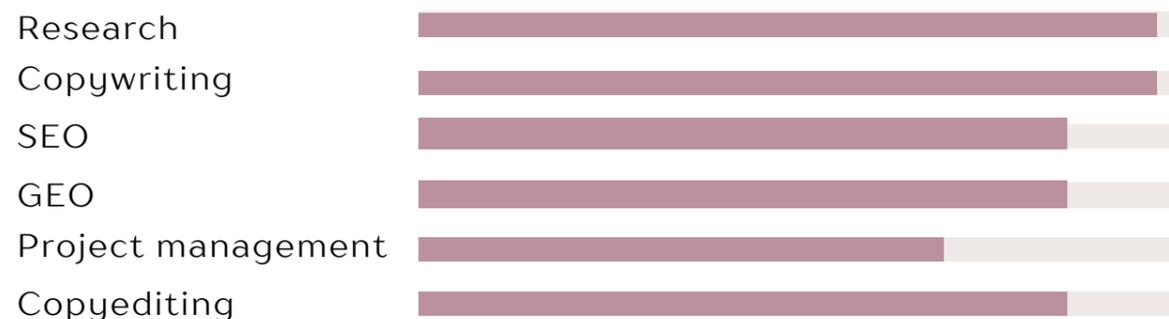
I know how to uphold editorial workflows, maintain brand voice consistency, and keep quality high in fast-paced, deadline-driven environments.

I specialise in translating complex medical, legal, healthcare, and B2B/B2C topics, or even less complex lifestyle pieces, into clear, authoritative narratives aligned with search intent and business objectives. I combine strategic thinking with hands-on execution – and I'm recognised for delivering measurable growth through high-impact content.

## SOFT & HARD SKILL OVERVIEW

- Highly organised and detail-oriented
- Thrives in deadline-driven environments
- Consistently delivers high-quality work under pressure
- Independent and self-motivated
- Proactive approach to upskilling
- Growing interest in project management and strategic oversight.

## SKILLS GRAPH



## EXPERIENCE

### ONGOING FREELANCE ROLE SINCE 2016

#### Freelance SEO Writer & Editor

SELF-EMPLOYED | CLEARVOICE.COM

- Write and edit content for international clients across diverse industry sectors
- Implement editorial best practices and provide structured feedback to writers
- Project manage by crafting and dispatching briefs and managing writer workflows to final publish-ready submissions
- Conduct SEO research and topic ideation for blog and web content
- Liaise with clients to ensure brand alignment and publish-ready deliverables
- Contribute to hundreds of publications including RecruitingDaily.com, Veterinarians.org, Save.com, Bankrate.com, and much more

### CONTRACT POSITION FROM SEP '25 - FEB '26

#### SEO & GEO Writer & Editor

[WWW.DIGITALAUTHORITY.ME](http://WWW.DIGITALAUTHORITY.ME)

- Created long-form, **SEO- and GEO-optimized** content aligned with client strategy and digital growth objectives
- **Developed high-authority articles** designed to rank competitively in search engines
- Successfully produced **multiple SERP #1 ranking** articles
- Ensured content **aligns with brand voice**, editorial standards, and performance goals
- Conducted **in-depth research** to support thought leadership and industry positioning
- **Collaborated** within a hybrid office environment with other teams
- **Adjusted copy for client content requirements**
- **Reliable support** for last-minute tasks
- Received massive training and upskilling into GEO and writing for AI Search



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*Polishing Words  
Adding Relevance  
Ensuring Authenticity  
Elevating Brands  
Capturing Attention  
Meeting Standards*



[jkelland@gmail.com](mailto:jkelland@gmail.com)



[linkedin.com/in/jenna-lea-kelland](https://www.linkedin.com/in/jenna-lea-kelland)



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## WHAT OTHERS SAY...

“Jen’s standard and quality of work is f\*\*ing amazing and she’s so nice to work with.” – *Kira Akermann, METRICResearch's founder, 2026*

“Jen went the **extra mile** to edit urgent landing pages for a client. In addition to being an **incredible asset during a quick turnaround time**, Jen **maintained our DAP quality**, and we already have **landing pages ranking #1 in Organic Search**. Thanks Jen for bringing the team together when the chips were down and the deadlines were tight. You’re a trooper!” – *Rhiannon Cecil, DAP Content Strategist, 2026*

“Jen’s energy and constant ‘glass half-full’ attitude made coming to work a joy not a job. She embodied hard work and perseverance, ensuring that her work was accomplished because she wanted to, not because she had to.” – *Jason Greer, DAP HR Manager, 2026*

"Jenna Lea is the real deal. She brings strategic thinking, tech-savviness, and a rare ability to write in someone else's voice, all while being consistently reliable. Highly recommend." – *Georgi Enthoven, Work That's Worth It 2025*

“Jen combines strong strategy with sharp instincts and can jump into just about any industry and make an impact fast. She’s organized, communicative, and incredibly reliable.” – *Taylor Moon, Clearvoice Senior Content Strategist 2025*

## PLEASE CONTACT FOR REFERENCES

- Digital Authority Partners:
  - Ally Ipsen (VP of Marketing): [ally.ipsen@digitalauthority.me](mailto:ally.ipsen@digitalauthority.me)
  - Jason Greer (HR): [jason.greer@digitalauthority.me](mailto:jason.greer@digitalauthority.me)
- METRICResearch (For Freelance):
  - Kira Akermann (Founder): [kira@metricresearch.co.za](mailto:kira@metricresearch.co.za)
- Clearvoice (For Freelance):
  - Harlan Gatlin: [harlin.gatlin@clearvoice.com](mailto:harlin.gatlin@clearvoice.com)
  - Taylor Moon: [linkedin.com/in/taylormmoon](https://www.linkedin.com/in/taylormmoon)
- JOY! Magazine:
  - Jackie Georgiou- [jackie@joymag.co.za](mailto:jackie@joymag.co.za)

## EXPERIENCE CONTINUED...

**FULL TIME POSITION FROM 2012 – 2015**

**Junior Editor & Managing Editor Assistant**  
JOY! MAGAZINE – SOUTH AFRICA

- Edited and proofread all copy for the magazine throughout various stages of the magazine-compiling process
- Signed-off the final proof before the magazine went to print
- Wrote advertorials and articles for clients or wrote in-house articles
- Ensured Magazine style guide for written content and design elements
- Noticed and corrected errors made by designers that affected copy
- Compiled and updated progress reports
- Liaised with contributors and advertisers for information/photos etc., and ensured deadlines were adhered to
- Sent layouts to clients for sign-off and managed corrections
- Managed designer and junior staff
- Social Media content creation
- Monthly website updates
- Event coordinating
- Personal assistant to Managing Editor – carried out personal or company requests
- And more...

**Various short-term contracts, unrelated work experience, and freelance engagements not listed here have also shaped my work ethic and career – happy to discuss on request.**