



Kenan Dudley

Marketing Associate

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 (919)-537-5992

 [My portfolio](#)

 Chapel Hill, North Carolina

Marketing professional with over 7 years of experience in plain language content writing, journalism, and SEO marketing. I find interesting stories and write long-form content that attracts the right traffic.

PROFESSIONAL EXPERIENCE

News Writer

Static Media - February 2023 - Present

- Created long-form blog content that consistently hits top-of-SERP results for keywords.
- Researched roadside attractions, local food scenes, cultural festivals, and more to find what makes each small town unique.
- Pitched articles based on first-hand knowledge and contacted first-hand sources to fact-check.

Script Writer & Voice Actor

Cryarts - July 2023 - Present

- Participated in virtual writer's room and brainstorming sessions to create a detailed story arc based off The Hero's Journey.
- Produced series bibles, episode scripts, animation storyboards, and affiliate marketing content.
- Recorded and revised audio using Davinci Resolve, scrutinizing hours of raw audio with a fine-toothed comb.

In-house SEO Copywriter

WorkSimpli - October 2022 - May 2024

- Created rough outlines of landing pages on Figma and monitored on-page SEO with SEMRush.
- Worked alongside performance marketing specialists and graphic designers to churn out upwards of 64 webpages a month.
- Learned AI tools and the best techniques for editing their outputs to boost page ranks, on the fly, to increase productivity.

Gear Review Ghost Writer

The Broke Backpacker - March 2020 - February 2023

- Compared popular outdoor products and created in-depth buying guides.
- Spent long hours and weekends in the woods putting in the time required to understand my subjects deeply.
- Part of a team that saw more than 20X organic traffic growth during my time with the company.

Content Writer

NC Trippin' - March 2020 - October 2022

- Covered first-hand travel guides, authentic location reviews, tips and city itineraries across North Carolina.
- Maintained a yearly SEO-optimized local event calendar on WordPress.

Reporter

St. Kitts Nevis Observer - May 2017 - November 2017

Avery Journal-Times - August 2016 - May 2017

CERTIFICATIONS

- Responsive Web Design

SKILLS

- International communication
- Plain language
- LLMs
- WordPress
- Landing page optimization
- Google Drive
- Improvisation
- Semrush
- Microsoft Excel
- Interviewing
- Hubspot

EDUCATION

Appalachian State University
B.A. Public Relations 2017

MISSION

Don't ask what the world needs. Ask what makes you come alive, and go do it. Because what the world needs is people who have come alive.