

# Casey Meserve

125 Pig Hill Road Coventry, RI 02827

(781) 243-1038 [kchm80@gmail.com](mailto:kchm80@gmail.com) <https://www.linkedin.com/in/casymeserve/>

Award-winning SEO strategist and content writer who uses SEO best practices and methodologies to plan content, write it and follow its performance using a variety of reports. Created KPIs to identify successful and struggling content and created strategies to address declines. Experienced in Agile execution and long term planning, creating and implementing content strategies .

## Qualifications

Google algorithms and updates

SEO methodologies

Identifying KPIs

Keyword research

SEMrush, Ahrefs, Google Analytics, Moz, Google Search Console

## Professional Experience

2021-2022

**WHOOOP, Inc., Boston, MA** - SEO Writer

- Planning content, writing articles, and reporting content performance for The Locker, the blog on WHOOP.com.
- Topics of focus included HRV, heart rate, respiratory rate, cycling, running and CrossFit.
- Creating long term content strategies around specific topics, researched using SEO tools including SEMrush, Google Trends, Search Console and Analytics.
- Using Agile methodologies to quickly turn around plans and strategies for new app releases, tools and new products.
- Reporting weekly, monthly and year over year performance for new and updated content using KPIs including CTR, second clicks, keyword ranking and sales.
- Created strategy for updating content to ensure it remains relevant and authoritative.
- Reviewed Shopify site to ensure new products have optimized text and meta descriptions.
- Presented quarterly reports to the Marketing Department, CEO and Board of Directors.

2018 - 2021

**TechTarget, Inc., Newton, MA** - Senior SEO Strategist

- Creating long term content plans with input from business stakeholders using SEO best practices to engage readers and increase rankings across targeted searches.
- Developing creative briefs with specific objectives tailored to specific audiences and platforms.
- Analyzing content performance and messaging success using in-house KPIs and analytics tools.
- Reviewing site health and preparing recommendations for site-wide updates.
- Using SEO tools including Google Analytics and Google Search Console, Ahrefs, SEMRush, Botify and Moz.
- Writing articles based on content plans for lead generation.

2015- 2018

**TechTarget, Inc., Newton, MA** - Content Strategist/Editor of Content Strategy

- Built stronger communication among business stakeholders to help groups understand the objectives of others.
- Researched gaps in topic coverage, potential keywords and audience interest to plan 70-90 pieces of editorial content per quarter.
- Reviewed content prior to publication to ensure SEO best practices were established.

2014 - 2015

**AE Ventures, Easton, MA** — Staff Writer/Editor

- Wrote and edited editorial and marketing content for [www.TecHomeBuilder.com](http://www.TecHomeBuilder.com), newsletters and special reports for hosted buyer events and national trade shows in the homebuilding, technology and security sectors.
- Developed and maintained contacts among experts, readers and business partners to help generate stories and buzz about the publications.
- Executed newsletter campaigns using MailChimp designed to engage a targeted audience.
- Ensured brand style and AP style, voice and tone for all published content.
- Developed a social media strategy for various platforms including Twitter, Facebook and LinkedIn.
- Used Google Analytics to analyze web traffic in order to plan content and improve engagement.

2010 - 2013

**Patch.com AOL, Plymouth, MA** — Editor

- Launched [www.Patch.com/Massachusetts/Plymouth](http://www.Patch.com/Massachusetts/Plymouth). Generated more than 150,000 pageviews each month for 18 consecutive months and between 30-40,000 daily unique pageviews each month for 22 months straight.
- Used existing contacts/created and maintained new contacts to generate story ideas and create buzz for launching new site.
- Planned and wrote content that generated increased pageviews and reader engagement, while maintaining high journalistic standards.
- Managed content management system to ensure content was posted in a timely manner, ensuring fresh content was always at the top of the homepage and main topic pages.
- Produced entertaining and informational videos to capture audiences and increase user engagement with the site.
- Created a unique social media voice for social media accounts including Facebook, Twitter and Instagram.

2005-2010

**GateHouse Media, Plymouth, MA** — Reporter

- Reported news about the people, events, politics and history of four towns in Massachusetts for four separate news sites on WickedLocal.com.
- Managed four separate news sites catering to distinct audiences.
- Wrote 10-15 articles including breaking news, long-form features, enterprise stories and profiles.
- Created contacts with local, state and federal officials, businesses, topic experts and community members to help generate new stories and help the news site reflect their communities.

## Education

**Bridgewater State University, Bridgewater, MA**

MA English

**Massachusetts College of Liberal Arts, North Adams, MA**

BA English, concentration in Journalism

## Awards

**2019 Azbee Award** – American Society of Business Publication Editors