

CASEY CAVANAGH

Freelance B2B Content Marketing Writer

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WORK EXPERIENCE

B2B Entertainment/News Ghostwriter

Boston, MA

Presto Media

Sep 2018 – Present

- Write entertainment-focused news content, advertorials, listicles, etc.
- Support creation, production, and delivery of time-sensitive content
- Meet daily, weekly, and monthly content deadlines for multiple writer teams
- Conduct research to ensure accurate, high-quality pieces
- Handle all revision requests from editors and clients
- Gather fair use images and source links according to client preferences and style guides

Freelance Copywriter/Editor, Marketing Content Strategist

Boston, MA

Self-Employed

Apr 2014 – Present

- Responsibly handle a diverse range of editorial projects for various clients, including global communications company RR Donnelley, Ranker, Shopify, KISSMetrics, and College Candy
- Copy and line edit digital and print materials for style, grammar, punctuation, consistency, syntax, etc.
- Pitch, research, write, and publish entertainment, lifestyle, business, and news-based content
- Create engaging, marketable, and shareable content, adjusting voice and style as needed
- Demonstrate exceptional self-discipline and time-management skills
- Previously contributed to Huffington Post, Elite Daily, Thought Catalog, VoloGLAM
- Article published in two Pearson Education textbooks; referenced by Association of Consumer Research

B2B Tech/Business Content Writer

Boston, MA

Brafton Inc.

Nov 2015 – May 2017

- Wrote ~40,000 words of content per month for business/tech clients, including Pearson Education and Chiron Technologies
- Developed a variety of editorial projects to drive lead engagement through B2B/B2C marketing
- Researched, edited, and wrote blogs, case studies, white papers, eBooks, website copy, and more
- Maintained, edited, and delivered a high volume of monthly content in a fast-paced environment
- Collaborated with account, social, and design teams to develop and execute client strategies
- Arranged and conducted client interviews and communicated daily on deliverables, ensuring content exceeds client expectations

SEO Content Manager, Marketing Copywriter

Clearwater, FL

Strategic Media Inc.

Sep 2011 – Apr 2014

- Wrote, edited, and managed content to ensure accuracy and consistency for clients in home, health, business, tech
- Conducted market research to create compelling, search-engine-optimized content
- Assisted with social media management and web design and development
- Interviewed, selected, trained, and mentored 6 interns per quarter
- Collected, summarized, and delivered site analytic reports for 15-20 clients monthly
- Hired as copywriter following internship and promoted to managerial position after 2 years

EDUCATION

THE UNIVERSITY OF TAMPA

B.A. Writing (May 2012)

Tampa, FL

ADDITIONAL SKILLS

- Content Writing, Copy Editing, AP & Chicago Style, SEO, WordPress, Basic HTML