

## ADAM KAZ

847.337.4978 | kaz.adam97@gmail.com | [LinkedIn](#) | [Portfolio](#)

Conceptual, creative thinker with a passion for powerful storytelling that aligns with business strategies. Listens attentively, communicates persuasively, and follows through diligently.

### CORE COMPETENCIES

---

- Writing and Editing
- SEMrush
- Search Console
- SEO Strategy
- Wordpress and Zerys
- SharePoint and Salesforce
- Google Analytics
- Hootsuite
- Facebook, Instagram, YouTube

### WORK EXPERIENCE

---

**Logical Position** | Deer Park, IL

SEO QUALITY CONTROL SPECIALIST | *November 2022 – Present*

- Edit dozens of blogs and articles a month, delivering daily written feedback to writers and editors about how to improve their tone, clarity of voice, grammar, AP style, and SEO best practices. The blog and article topics include healthcare, the environment, lifestyle, news, technology, and arts and entertainment
- Deliver feedback to web developers on how to correct canonicalization errors, redirects, thin content, and other mistakes that weaken SEO
- Review and offer analysts feedback on dozens of SEO keyword strategies a month to ensure our plans align with client objectives, yield the best search results, and are easily incorporated into blog and website content. Using these tactics, I helped Logical Position boost client websites to the top of Google's search results
- Review and offer analysts feedback on dozens of SEO blog strategies a month to ensure our plans appropriately match client messaging, boost search results, and give our writers high-quality ideas. My blog strategy work has helped many clients get featured snippets on the top of Google search results
- Review several technical audits a month to make sure our suggestions are consistent with our data, and to ensure the highest degree of professionalism in our presentation

SEO EDITOR | *January 2022 – November 2022*

- Edited hundreds of blogs and articles a month for grammar, clarity of voice, tone, AP style, in-house style, and SEO best practices. The topics of these blogs and articles included healthcare, the environment, lifestyle, news, technology, and arts and entertainment
- Expertly catalogued my files to ensure easy access to every piece, managing and organizing several versions of the same blog or article at one time
- Delivered regular feedback to dozens of writers, providing advice on how they can improve their tone, grammar, and SEO practices
- Used in-depth SEO research to choose publications for articles
- Provided additional help by writing website copy for sports, lifestyle, and technology brands
- Chose to organize weekly sessions with my manager so that we could discuss my work

SEO CONTENT WRITER | *March 2021 – January 2022*

- Wrote and polished dozens of articles and blogs a month, aligning work with the tones of various publications and clients. Topics included healthcare, lifestyle, news, technology, arts and entertainment, and the environment
- Used in-depth keyword research and SEO best practices to determine topics for articles
- Wrote website copy for entertainment, medical, sports, and gold and silver businesses
- Took on additional responsibilities as an approver of other writers' ideas and a contributor to Logical Position's blog *Digital Huddle*
- Chose to organize weekly meetings with my manager so that we could discuss ways to improve my work

- Met with members of the Editing Team to learn about their day-to-day responsibilities
- Awarded Rookie of the Quarter my first quarter due to my exemplary writing, editing, and research skills

#### DIGITAL MARKETING SPECIALIST | *October 2020 – March 2021*

- Communicated over the phone and through email with dozens of business owners a day, informing them of the digital marketing capabilities of Logical Position, nurturing dozens of client relationships at a time
- Gained expertise in several digital marketing areas, including SEO, social, Google Ads, and email marketing
- Prioritized workload effectively, calling dozens of clients at the right time and supplementing each call with independent research into the company's background and needs

#### **Third Coast Review** | CRITIC, JOURNALIST (FREELANCE) | Remote | *May 2022 – Present*

- Write approximately one book review every other month, leveraging my vast cultural knowledge and analytical mind to synthesize fiction and non-fiction stories and preempt reader reactions
- Write reviews on Chicago's theatrical productions, reading the scripts ahead of time and offering in-depth feedback about the performances
- Interview authors and write about their work and knowledge
- Cover cultural events in Chicago, using interviews and onsite observations to create polished news articles

#### **The Ground is Uneven** | EDITOR | Deerfield, IL | *October 2019 – Present*

- Write short fiction pieces using a variety of voices and styles, selecting the best stories for publication
- Ideate direction for literary magazine, reviewing submissions from team members, giving edits and guidance, aligning all our work into a singular vision
- Produce and host *The Ground Is Uneven Podcast* using OBS Studio and YouTube, adapting the work into an engaging audio format
- Design website for publication with Squarespace and produce editorial content for adaption to online and social media platforms, including Facebook and Instagram

#### **NorthShore Loyalty** | CONTENT WRITER (FREELANCE) | Remote | *September 2022 – March 2023*

- Wrote 2-4 longform SEO blogs per month primarily for medical clients, using in-depth research to devise insightful and original pieces
- Managed billing and invoicing using my own Excel spreadsheet system
- Brainstormed and pitched several blog topics for each assignment

#### **Wyzant** | PROOFREADER AND EDITOR (FREELANCE) | Remote | *October 2021 – March 2022*

- Edited high school and college student essays for grammar, clarity of voice, consistency, and organization of ideas
- My work helped multiple students gain admission to the college of their choice, including Ivy League schools
- Delivered written and verbal feedback to students about their work
- Promoted my services through the Wyzant website

#### **Market JD** | IN-HOUSE WRITER (FREELANCE SEO WRITING) | Northbrook, IL | *Aug. 2019 – Sept. 2019, Oct. 2020 – Oct. 2022*

- Wrote 1-4 SEO blog posts per month on issues pertaining to the legal field. All work submitted using Zerys
- Wrote copy for Facebook media promotions using Hootsuite
- Utilized SEO best practices to optimize the accessibility of the work

#### **August Jackson** | PROJECT SPECIALIST, STRATEGY (CONTRACT) | Chicago, IL | *May 2020 – August 2020*

- Wrote copy and newsletters for philanthropic and pharmaceutical brands, incorporating in-depth feedback into polished material
- Collaborated and brainstormed with team members about different writing and strategy approaches
- Assisted in the development of strategic branding initiatives by creating research decks and memos
- Presented strategies to clients, outlining how insights into key performance indicators could inform solutions

**Grenzebach Glier & Assoc.** | BUSINESS DEVELOPMENT WRITER | Chicago, IL | *September 2019 – February 2020*

- Wrote polished business deliverables on behalf of subject matter experts, keeping an eye on detail and nuance
- Wrote firm biographies for the website, introducing an interview process to personalize each piece
- Utilized SharePoint and Salesforce to record and track business activities
- Assisted and managed consultants in scoping multi-step, precise proposals for universities, hospitals, zoos, museums, and other nonprofits, managing upwards of 5 deadline driven projects simultaneously

**AmeriCorps** | AMERICORPS FELLOW, JUSTICECORPS | Champaign, IL | *May 2018 – August 2019*

- Wrote, edited, and organized legal instructions to guide litigants through the judicial process. Updated training materials for predecessors. Supervised volunteers and proofread written guidance provided to litigants
- Selected as prestigious JusticeCorps Fellow for Champaign County's 200,000+ residents
- Collected data on the assistance provided and, using that information, recommended new approaches to improve our services
- Educated self-represented litigants on legal aid resources corresponding to their personal situations. Actively listened, provided emotional support, information and instructions, inspiring and empowering them

**The Gettys Group** | COPYWRITER INTERN | Chicago, IL | *January 2015 – August 2016*

- Composed engaging and creative website copy about the benefits and amenities at client properties
- Collaborated with clients, supervisors, other writers, and design team members to determine the most interesting and creative approaches
- Provided positioning charts and SWOT analyses to help my team understand challenges and opportunities

## LEADERSHIP EXPERIENCE

---

**The Tab Media, Ltd.** | ILLINOIS EDITOR IN CHIEF | Champaign, IL | *2015 – 2016*

- Founded nationally syndicated collegiate daily publication, led team of 10 in developing original content

**Daily Illini** | STAFF NEWS WRITER | Champaign, IL | *2015 – 2017*

- Proposed topics and wrote 1-3 stories per week pertaining to campus issues

**Illinois Mock Trial Team** | COACH | Champaign, IL | *2016 -2018*

- Conducted team practices and gave one-on-one coaching to 12 team members, overtime developing and perfecting a creative performance

**Illinois Model United Nations Team** | DIRECTOR OF RECRUITMENT | Champaign, IL | *2015-2018*

- Formulated and implemented efforts to recruit team members, creating online and in-person promotions

## EDUCATION

---

**University of Illinois at Urbana-Champaign** | B.S. in Advertising, Minor: History | *May 2018 (Graduated in 3 Years)*