







# MELISSA ANDERSON

## CONTACT

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## KEY SKILLS

- Content development
- Independent research
- SEO
- Writing and editing

## ABOUT ME

Freelance writer with a strong foundation in SEO and content creation. Demonstrated success crafting articles that increase web traffic and engagement. Hold a master's degree in creative writing and a bachelor's degree in English.

## PROFESSIONAL EXPERIENCE

### Freelance Writer

Various Clients, Remote | December 2022 - Present

- Created SEO-optimized articles and blog posts for clients, including Walt Disney Company, increasing overall web traffic by 30%
- Perform thorough keyword research and applied SEO best practices to improve search engine rankings and audience reach
- Engage actively with clients to gather requirements, provide updates, and ensure high satisfaction rates
- Deliver quality content across various industries while closely following brand guidelines

## EDUCATION

### Master of Fine Arts in Creative Writing

University of Iowa, UCLA | January 2015