




Benjamin Harris

Digital Content Strategist

Digital content strategist focused on audience engagement

Digital content strategist with 11 years of experience creating compelling content strategies to drive traffic and engagement. Proven success in leveraging analytics to inform creative decisions and boost brand presence.

CONTACT INFORMATION

 (321) 987-6543

 email@example.com

 LinkedIn | Portfolio

 Nashville, TN

EDUCATION

Bachelor of Arts in English
Vanderbilt University | Nashville, TN

KEY SKILLS

- Content calendar development
- SEO writing and editing
- Data-driven storytelling

PROFESSIONAL EXPERIENCE

Digital Content Strategist | Visionary Content Group | May 2016 to present

- Developed content strategies that boosted blog traffic by 200% over two years
- Manage a team of content creators, ensuring delivery of high-quality, on-brand materials
- Conducted audience research and optimized content for search intent, increasing time-on-site by 25%

Content Writer | Creative Edge Media | January 2014 to April 2016

- Authored SEO-optimized articles that ranked on the first page of search results for targeted keywords
- Collaborated with designers to create visually engaging multimedia pieces
- Maintained editorial calendars, ensuring timely delivery of all content

CERTIFICATIONS

- HubSpot Content Marketing Certification | HubSpot | April 2021