



Adam Jacobs

ABOUT ME

Creative freelance blogger with over three years of experience crafting engaging, SEO-driven blog posts for health, travel, and technology industries. Skilled at increasing brand visibility and audience engagement through engaging storytelling and targeted content strategies.

PROFESSIONAL EXPERIENCE

Freelance Blogger | January 2020 - Present

Self-Employed, Remote

- Wrote 100+ SEO-optimized blog posts for clients, resulting in an average 35% increase in website traffic across client projects
- Conducted in-depth audience research to create tailored content that resonated with specific demographics, boosting reader engagement by 40%
- Integrated social media strategies with blog content, contributing to a 50% increase in shares and likes on platforms such as Instagram and LinkedIn

Content Specialist | June 2018 - June 2020

GreenEarth Wellness, Remote

- Managed the company's blog, creating weekly content that attracted over 10,000 monthly readers within six months
- Developed a content calendar and ensured consistent publishing schedules, leading to a 20% increase in subscriber retention rates
- Analyzed website analytics to identify trending topics, informing the content strategy and improving overall performance metrics

CONTACT



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EDUCATION

Bachelor of Arts in English

University of Texas, Austin

May 2018

KEY SKILLS

- Content strategy
- Keyword research
- SEO writing
- Social media integration