

Isabella White

Innovative freelance content strategist with over eight years of experience developing content strategies for blogs, websites, and social media platforms. Skilled in audience research, SEO, and analytics to drive brand growth and engagement.

IW

CONTACT



(123) 456-7890



email@example.com



LinkedIn



City, State 12345

EDUCATION

- BACHELOR OF ARTS IN JOURNALISM | UNIVERSITY OF SOUTHERN CALIFORNIA | MAY 2012

KEY SKILLS

- Content strategy development
- SEO optimization
- Audience research
- Analytics reporting

PROFESSIONAL EXPERIENCE

FREELANCE CONTENT STRATEGIST | SELF-EMPLOYED, REMOTE | MARCH 2015 - PRESENT

- Designed content strategies for 20+ clients across industries, resulting in an average 40% increase in website traffic
- Conducted audience segmentation and competitive analysis to tailor content plans, boosting engagement rates by 30%
- Develop editorial calendars and workflows for clients, improving content consistency and team productivity

CONTENT MANAGER | URBAN MEDIA GROUP, LOS ANGELES, CA | JANUARY 2012 - FEBRUARY 2015

- Led a team of writers and editors to produce weekly content for a blog network with 1 million monthly visitors
- Increased organic search traffic by 50% through targeted keyword strategies and improved on-page SEO
- Implemented analytics tools to track content performance, providing actionable insights to stakeholders