



DAWN

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- SEO & Content Strategy (6 Years Experience)
- SEO Content Writing & Copywriting
- Technical SEO
- SEO Auditing
- Google Search Console
- Keyword Research & Keyword Analysis
- Long-Tail Keyword Optimization
- On-Page SEO Optimization
- URL Structure Optimization
- Internal Linking Strategy
- Backlink Analysis & Link Building
- Website Speed Optimization
- Competitor Analysis
- User Experience (UX) Optimization
- Rich Snippets & Schema Markup
- XML Sitemap Optimization
- Search Engine Marketing (SEM)
- Google Analytics
- Google Tag Manager

TOOLS

- Microsoft Office 365
- Google Workspace
- Google Analytics
- Google Search Console
- SEMrush
- Ahrefs
- Screaming Frog
- Moz
- Ubersuggest
- SpyFu
- Majestic
- KWFinder
- AnswerThePublic
- Google Keyword Planner
- Google PageSpeed Insights
- GTmetrix

Results-driven SEO Content Specialist with experience in journalism, digital marketing, and search-optimized content creation across B2B and B2C industries. Proven ability to produce high-quality SEO content, conduct audits, and implement strategies that improve search visibility and audience engagement. Combines strong storytelling, research, and analytical skills to help organizations enhance brand authority, increase organic traffic, and deliver impactful, data-driven content.

WORK EXPERIENCE

SEGMENT PRODUCER

Zoe Broadcasting Network | September 2024 – January 2026 (1 Year, 5 Months)

- Produced news segments by writing scripts, conducting field reporting and interviews, and editing video materials for broadcast.

SEO WRITER

ArchIntel Corporation | April 2022 – March 2024 (2 Years)

- Wrote SEO-optimized news content on U.S. government contracting while conducting SEO analysis and implementing strategies to improve visibility.

CONTENT WRITER

Outsource Accelerator | February 2021 – January 2022 (1 Year)

- Created BPO-related content and glossary pages while applying SEO strategies and editorial guidelines.

SEO CONTENT WRITER

GoCrayons | May 2020 – December 2020 (8 Months)

- Conducted SEO audits, produced website and blog content, and managed social media accounts for B2B and B2C clients.

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