



KATHY

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- SEO Content Writing (10+ Years Experience)
- Copywriting & Web Content Creation
- Keyword Research & Keyword Analysis
- Technical SEO
- SEO Auditing
- Google Search Console
- On-Page SEO Optimization
- URL Structure Optimization
- Image Optimization
- Long-Tail Keyword Optimization
- Internal Linking Strategy
- Backlink Analysis & Link Building
- Website Speed Optimization
- Competitor Analysis
- User Experience (UX) Optimization
- Rich Snippets & Schema Markup
- XML Sitemap Optimization
- Google Business Profile Optimization
- Search Engine Marketing (SEM)
- Google Analytics
- Google Tag Manager

TOOLS

- Microsoft Office 365
- Google Workspace
- Shopify
- WordPress
- Slack
- Zoom
- Airtable
- Notion
- Monday.com
- ClickUp
- Asana
- Helium 10
- SEMrush
- Ahrefs
- Screaming Frog

Kathy is an experienced SEO Content Writer and Copywriter with over 10 years of professional writing experience supporting digital marketing agencies and businesses across the United States, Canada, Australia, and the United Kingdom. She specializes in creating SEO-optimized long-form and short-form content designed to improve search visibility, engage readers, and drive conversions.

WORK EXPERIENCE

SENIOR CONTENT WRITER

NASN Licensing Inc. | February 2016 – December 2025 (9 Years, 11 Months)

- Created SEO-optimized short and long-form articles, website copy, newsletters, and social media content for U.S. and Canadian businesses across multiple industries including health, finance, construction, automotive, and real estate.

CONTENT WRITER

Socials Up | July 2023 – July 2024 (1 Year)

- Produced blog posts, social media content, and digital marketing copy for small to medium-sized businesses while supporting SEO-driven content strategies.

CONTENT WRITER

The Marketing Agency | July 2023 – January 2024 (7 Months)

- Wrote short-form and long-form marketing content for business websites and digital campaigns targeting SMB clients.

COPYWRITER/BLOG WRITER

Holness Nutrition | March 2023 – July 2023 (5 Months)

- Produced research-based blog content focused on fertility and women's health topics while applying SEO writing best practices.

AFFILIATE CONTENT WRITER

Affiliate Ghost | August 2020 – December 2020 (5 Months)

- Created SEO-driven affiliate marketing content focused on digital marketing strategies and keyword-based topics.

PRODUCT REVIEW WRITER

Buy Digital | February 2019 – July 2020 (1 Year, 6 Months)

- Wrote Amazon product reviews and curated product recommendations while applying on-page SEO techniques.

PRODUCT COMPARISON & REVIEW WRITER

Media Shark Publishing Inc. | July 2018 – May 2020 (1 Year, 11 Months)

- Produced detailed product comparison articles, conducted research, curated product lists, and edited images for affiliate marketing websites.

SENIOR FASHION WRITER/EDITOR

Your Next Shoes | May 2012 – July 2017 (5 Years, 3 Months)

- Wrote articles on fashion trends and celebrity outfits, researched brands, managed social media pages, and coordinated influencer collaborations.

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