



SUSAN
 VIDEO INTERVIEW

WORK EXPERIENCE

AMAZON COPYWRITER/PACKAGING & SEO SPECIALIST

Kitsch | Jan 2025 – May 2025 (4 Months)

- Created optimized product listings and audited packaging and copy for SEO and brand alignment using Helium 10 and Seller Central.

SENIOR TRAVEL WRITER/SEO CONTENT WRITER

Travelshift | Oct 2023 – Dec 2024 (1 Year, 2 Months)

- Wrote SEO blogs and FAQs for a travel site and enhanced listings for visibility and engagement.

CONTENT TEAM HEAD

Topcontent | Sep 2022 – Jul 2023 (10 Months)

- Recruited, managed, and ensured quality control of multilingual SEO content teams.

PRODUCT SPECIALIST (E-COMMERCE)

Bag Religion | Jan 2022 – Dec 2022 (1 Year)

- Managed eBay/Shopify listings and wrote high-conversion product descriptions.

AMAZON ASIN OPTIMIZER & IDEA LIST WRITER (FREELANCE)

Cuwrite LLC | Oct 2021 – Aug 2022 (10 Months)

- Improved product visibility and conversions through optimized listings and seasonal idea lists.

FREELANCE CONTENT WRITER & AUTHOR

Career Karma | Sep 2021 – Jul 2022 (10 Months)

- Improved product visibility and conversions through optimized listings and seasonal idea lists.

CSR/SALES/ADMIN

Bodywerks Chicago | Jul 2020 – Sep 2021 (1 Year, 2 Months)

- Delivered customer service, administrative support, and helped improve retention.

CSR/SALES EXECUTIVE/MARKETING CONTENT CONTRIBUTOR

Silent Partners Software, Inc. | Oct 2019 – Jun 2020 (8 Months)

- Handled CRM data and wrote marketing content while closing B2B deals.

VIRTUAL EXECUTIVE ASSISTANT/PAYROLL ASSISTANT

DevPod Co. | Jan 2019 – Sep 2019 (8 Months)

- Processed payroll and supported senior leadership with administrative tasks.

MANAGING DIRECTOR

SCS Global Services | Jan 2018 – Dec 2022 (4 Years)

- Led digital marketing and sales campaigns, managing and mentoring sales teams.

SKILLS/AREAS OF EXPERTISE

- E-commerce Management
- Catalog Management
- Listing Optimization
- Product Listing Uploads
- Amazon Item Introduction
- Amazon Catalog Troubleshooting
- Account Monitoring
- Case Management
- Amazon Seller Support Communication (Email, Chat, Call)
- Content Management (Compliance Review)
- Coupon and Inventory Monitoring
- SEO
- PPC
- Social Media Management
- Digital Marketing

TECHNOLOGY

- Microsoft 365
- G Suite
- Shopify
- Data Dive
- Monday CRM
- ClickUp
- Asana
- Slack
- Zoom
- Helium 10
- Jungle Scout



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WORK EXPERIENCE

REAL ESTATE ACQUISITION OFFICER/VIRTUAL ASSISTANT

Rhinestone Properties | Jan 2017 – Dec 2018 (2 Years)

- Conducted market research and supported property acquisition negotiations.

SEO & CONTENT MANAGER/EDITOR

HRI International, Inc. | Feb 2013 – Aug 2016 (3 Years, 6 Months)

- Managed SEO strategy and web content; secured multiple first-page rankings.

SALES OPERATIONS SUPERVISOR

Red Tag Telemarketing Services | Oct 2009 – Nov 2012 (3 Years, 1 Month)

- Supervised sales floor and improved performance through training and workflow optimization.

FREELANCE SEO CONTENT WRITER & SOCIAL MEDIA MANAGER

Global Clients (Remote) | 2009 – Present

- Provides SEO content writing and social media management for diverse international clients.

SALES MANAGER (REAL ESTATE)

Ayala Land Sales, Inc. | Jan 2000 – Dec 2004 (5 Years)

- Led a team in luxury real estate sales and campaign development.

REAL ESTATE BROKER (SELF-EMPLOYED)

SSE Realty, Inc. | 1999 – Present

- Facilitates real estate transactions and client relationships.

PERSONNEL OFFICER

Innodata Corporation | Jan 1994 – Dec 1996 (2 Years)

- Managed recruitment and HR-related functions.

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