

Cady Cohen

SEO Content Writer & Editor



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FL 32839



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<http://craftedbycady.com>

EDUCATION

BACHELOR'S DEGREE

Writing and Rhetoric

University of Central Florida

2016 – 2018

MINOR

Mass Communications

University of Central Florida

2016 – 2018

SKILLS

- Ahrefs
- Contentful
- Content and Copywriting
- Proofreading and Editing
- Email Outreach
- Google Analytics
- Google Search Console
- Keyword Research
- Looker Studio
- Project Management
- SEMrush
- SEO Best Practices
- WordPress

PROFESSIONAL PROFILE

Experienced Senior Content Marketing Specialist who creates SEO content that drives traffic, attracts high-quality links and resonates with target audiences. I bring 6+ years experience creating compelling content and data-driven strategies across various industries, including e-commerce, SaaS and Fintech.

WORK EXPERIENCE

Senior Content Marketing Specialist

Siege Media / January 2022 – Present

San Diego, CA (Remote)

- Develop, execute and manage content strategies for multiple B2B, B2C and SaaS client accounts, aligning with KPIs such as traffic, conversions and rankings.
- Create end-to-end content marketing deliverables including blog posts, content refreshes, calculators, converters, infographics, data studies and surveys.
- Conduct keyword research and brainstorm SEO-driven content to achieve top search rankings and significant monthly traffic growth.
- Manage project tasks including client communication, content scheduling, project progression and CMS uploading.

Senior Copywriter & SEO Account Manager

Tandem Interactive / August 2019 – October 2021

Fort Lauderdale, FL

- Developed, created and edited website content, while establishing lead-generating and brand-building messages for various clients.
- Obtained at least one answer box featured snippet every month for client content ranging from the latest news, fashion trends, moving and travel tips, etc.
- Generated website growth by implementing keyword research, link-building outreach strategies, conducting competitor analyses and overseeing Google Analytics, Google Search Console and Google My Business insights.
- Created monthly and quarterly strategies for current and new clients based on individual client goals and custom marketing needs.

Staff Writer

Her Campus Media / August 2017 – May 2018

Orlando, FL

- Participated in weekly meetings and pitched article ideas to editor-in-chief.
- Wrote and published 13 articles for the UCF chapter's website.
- Hosted various sponsored events while promoting products and representing the Her Campus brand.