

Cady Cohen

Content Strategist | SEO, Content Marketing & AI Search

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Education

University of Central Florida | Orlando, FL

August 2016–May 2018

Bachelor of Arts in Writing and Rhetoric

- Minor: Mass Communication

Employment History

Cars.com | Chicago, IL (Remote)

May 2025–Present

Content Strategist

- Lead multi-channel content development across landing pages, strategy guides, expert articles, ebooks, video scripts, sales enablement materials, email campaigns, and paid and organic social content.
- Use audience insights and campaign objectives to develop targeted content strategies, messaging, and formats across the marketing funnel.
- Simplify complex automotive and SaaS solutions into clear, brand-aligned content that resonates with dealers and supports product adoption.
- Partner with marketing, product, and creative teams to align content initiatives with business objectives and audience needs.
- Optimize content performance through A/B testing, strategic recommendations, and landing page improvements.

Siege Media | San Diego, CA (Remote)

January 2022–May 2025

Senior Content Marketing Strategist

- Developed and managed SEO-driven content strategies for multiple B2B, B2C, and SaaS clients, aligning initiatives with traffic, conversion, and ranking objectives.
- Created end-to-end content marketing deliverables, including long- and short-form articles, content refreshes, calculators, converters, infographics, and surveys.
- Conducted keyword research, competitive analysis, and content ideation to improve search rankings and drive traffic growth.
- Managed client communications, editorial calendars, production workflows, and CMS publishing across multiple accounts.

Tandem Interactive | Fort Lauderdale, FL

August 2019–October 2021

Senior Copywriter & SEO Account Manager

- Developed and optimized content to support lead generation, strengthen brand messaging, and improve visibility for clients.
- Drove organic growth through keyword research, link-building outreach, competitive analysis, and performance tracking.
- Led monthly and quarterly SEO strategies aligned with client objectives, consistently securing Google featured snippets across industries including news, fashion, and travel.

Technical Skills and Tools

SEO & Analytics: Ahrefs, Semrush, Google Analytics 4 (GA4), Google Search Console, Screaming Frog

Content Strategy: Multi-Channel Content Strategy, Content Auditing & Gap Analysis, Search Intent & Audience Research, Editorial Planning & Management, Content Lifecycle Management

Content & Performance: SEO Copywriting, Keyword Research & Topic Clusters, On-Page SEO, Content Performance Analysis, A/B Testing, AI Search Optimization (GEO/AEO)

CMS, Project Management & AI: WordPress, Contentful, Asana, Wrike, ChatGPT, Claude