

Patricia Rose

Content Writer

586-552-1184

patricia-rose@email.com

Detroit, MI



Experienced and enthusiastic content creator with a 4-year track record in producing engaging content for diverse platforms. Skilled in leveraging data analysis to guide content strategy and enhance audience engagement.

Experience

June 2021 - Now

Content Creator

BrightWave Digital Solutions / Detroit, MI

- Develop and execute content marketing strategies for 15+ clients, resulting in a 30% average increase in engagement rates.
- Author blog posts, social media captions, and website copy across multiple industries, leading to a 25% boost in organic traffic through effective SEO implementation.
- Analyze content performance metrics using tools like Google Analytics to optimize future content strategies and improve user engagement.
- Collaborate with design and marketing teams to produce multimedia content.

May 2020 - May 2021

Freelance Writer

Roseville, MI

- Created articles and posts for clients' websites and social media platforms, increasing client social media followers by an average of 15%.
- Conducted research and interviews, producing well-informed articles on diverse topics including technology, health, and finance.
- Managed multiple projects simultaneously, consistently delivering high-quality work within tight deadlines.

Certificates

Advanced Content Marketing Certification

HubSpot Academy

2022

Certificate in SEO Fundamentals

SEMrush Academy

2020

Education

BA in Communications

2016 - 2020

University of Michigan - Ann Arbor

Skills

Copywriting ●●●●●

Creative Writing ●●●●●

Technical Writing ●●●●●

Content Strategy ●●●●●

SEO ●●●●●

CMS Platforms ●●●●●

Project Management ●●●●●

Google Analytics ●●●●●

Ahrefs ●●●●●

Languages

Italian (fluent)

