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SKILLS

- content strategy
- SEO optimization
- digital marketing
- analytics
- project management
- team collaboration

EDUCATION

BACHELOR OF ARTS IN COMMUNICATIONS, UNIVERSITY OF SOUTHERN CALIFORNIA

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Increased average session duration by 40% through targeted content strategies.
- Received 'Best Content Strategy' award from the Marketing Association.
- Boosted social media engagement by 150% through integrated campaigns.

Michael Anderson

CONTENT SEO MANAGER

Proficient SEO Manager with a focus on content strategy and digital marketing integration. Demonstrates a deep understanding of how quality content drives organic search success and enhances brand visibility. Skilled in developing comprehensive content calendars and optimizing existing content for search engines. Proven ability to collaborate with content creators, designers, and social media teams to ensure cohesive messaging across platforms.

EXPERIENCE

CONTENT SEO MANAGER

Creative Marketing Agency

2016 - Present

- Developed and implemented content-driven SEO strategies that resulted in a 200% increase in organic traffic.
- Collaborated with writers to create SEO-optimized blog posts and articles.
- Analyzed user engagement metrics to refine content strategy effectively.
- Managed social media integration to enhance content reach.
- Conducted keyword research to inform content creation.
- Provided ongoing training for the content team on SEO best practices.

SEO CONTENT SPECIALIST

Digital Content Group

2014 - 2016

- Optimized existing content for SEO, resulting in a 50% increase in page views.
- Conducted competitor analysis to identify content opportunities.
- Collaborated with marketing teams to align content with overall branding.
- Managed content publication schedules to ensure timely releases.
- Developed performance reports that highlighted content effectiveness.
- Engaged in continuous learning to adapt to changing SEO trends.