

[First Last Name]

[City, Country] | [email@example.com] | [+1-234-567-8901] | [Portfolio/LinkedIn URL]

PROFESSIONAL SUMMARY

Versatile **[Content Writer]** with [X+] years of experience crafting clear, engaging, and SEO-informed content for [blogs], [websites], and [marketing campaigns]. Skilled in turning complex topics into accessible narratives that align with brand voice and audience needs. Proven track record of increasing organic traffic, improving on-page engagement, and supporting lead-generation goals through data-driven content strategies. Adept at collaborating with cross-functional teams and managing multiple deadlines in fast-paced environments.

EXPERIENCE

[Senior Content Writer] | [Company Name]

[Month YYYY] – Present | [City, Country]

- Develop and execute long-form and short-form content for [blogs, landing pages, email campaigns, and social media], contributing to a [X%] increase in organic traffic and improved on-page time metrics using [SEO best practices] and [keyword research tools like Ahrefs/SEMrush].
- Collaborate with [marketing, product, and design teams] to create audience-focused content calendars, style guides, and messaging frameworks that maintain a consistent brand voice across [web, email, and social] channels.
- Use [Google Analytics], [Search Console], and [A/B testing tools] to monitor performance, refine content topics, and optimize headlines, meta descriptions, and CTAs, resulting in higher [CTR] and [conversion rates] on key pages.

[Content Writer] | [Company Name]

[Month YYYY] – [Month YYYY] | [City, Country]

- Wrote and edited [blog posts, product descriptions, FAQs, and newsletters] aligned with editorial guidelines and SEO requirements, supporting a content library of [X+] pieces targeting [specific audience/industry].
- Conducted topic research and interviews with [subject-matter experts] to produce accurate, well-structured content outlines and drafts, ensuring clarity, factual accuracy, and alignment with brand positioning.
- Implemented on-page optimization using [WordPress or CMS name], including internal linking, formatting for readability, and keyword placement, helping reduce bounce rates and improve search rankings for priority keywords.

EDUCATION

[Bachelor of Arts in English / Communications / Journalism] | [University Name]

[Month YYYY] – [Month YYYY] | [City, Country]

- Relevant coursework: [Creative Writing], [Digital Marketing], [Media Studies], [Technical Writing].
- Completed capstone/thesis on [brief topic description related to content, storytelling, or digital media].

SKILLS

Content & Writing:

- [Blog & Article Writing]
- [Copywriting & Microcopy]
- [Storytelling & Brand Voice Development]
- [Editing & Proofreading (AP/Chicago or in-house style)]

Tools & Soft Skills:

- [SEO & Keyword Research (Ahrefs, SEMrush, Google Keyword Planner)]
- [CMS Platforms (WordPress, Webflow, or similar)]
- [Analytics (Google Analytics, Search Console)]
- [Collaboration, Time Management, Stakeholder Communication]

PROJECTS

[Industry Blog Revamp Project] | [Personal / Company Initiative]

[Month YYYY] – [Month YYYY]

- Audited existing blog content, identified gaps and underperforming posts using [Google Analytics] and [SEO tools], and proposed a revised content strategy focused on [pillar topics and keyword clusters].
- Rewrote and optimized [X] key articles with updated research, improved structure, and clearer CTAs, contributing to a measured increase in [organic sessions, SERP positions, or newsletter sign-ups].

[Personal Content Portfolio] | [Self-Directed]

[Ongoing]

- Maintain a curated portfolio of [long-form articles, case studies, and email sequences] on [portfolio URL], showcasing range in tone, format, and industry topics.
- Experiment with different content formats (e.g., [how-to guides, opinion pieces, listicles]) and track engagement metrics to refine writing style and topic selection based on audience response.