

# Benjamin Greene

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## Skills:

### Optimization and Online Marketing

- More than seven years' experience enhancing the online presence of B2C and B2B stores and publications
- Strong background in conducting site audits; analyzing key words and phrases; developing big-picture strategies; preparing monthly reports; monitoring linking profiles; optimizing on-page content and internal links; writing .htaccess, Apache, and Nginx redirects; and conducting page-speed optimization and A/B testing
- Experienced in Magento, WordPress, Kentico and Visual Studios for front-end HTML developing
- Proficient in Adobe SiteCatalyst, Conductor Searchlight, BrightEdge, Google Search Console and other platforms for assessing progress and refining tactics
- Google Adwords- and Google Analytics-certified

### Content Creation

- Ten years of experience creating and editing creative and technical copy for a variety of different outlets while capturing their brand voice and tone
- Have overseen the content of print publications, e-mail marketing campaigns, social media, and company weblogs and news areas
- Able to break out and define the constituents of a sentence through appreciable syntactic and semantic knowledge of the English language

### Project Management

- Consistently met any deadlines for freelance clients
- Have managed a team of freelance writers for the goal of content marketing
- Have directed or administered various facets of search-engine optimization and content creation, working with developers and graphic artists to ensure its correct implementation
- Have worked with other writers, advertisers, managers, and vendors to emended copy for content and clarity

### Work Experience:

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|-----------------------------------|-----------------|---------------|
| • S.E.O. analyst, content creator | Self-employed   | 02/12–Present |
| • Marketing specialist            | Cryo-Cell       | 06/16–Present |
| • S.E.O. specialist               | Nicopure        | 09/15–03/16   |
| • S.E.O. specialist               | eCentral Stores | 05/15–09/15   |

### Education:

#### Google

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|---------------------------------------|-------|
| • Adwords and Analytics certification | 04/16 |
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#### University of South Florida, St. Petersburg

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| • Bachelor of Arts in English, Professional and Technical Writing | 05/14 |
| • Bachelor of Arts in Journalism, Magazine                        | 05/07 |