

Benjamin Greene

www.contentskey.com (727) 667-6765 ben.c.greene@gmail.com

Skills:

- More than five years' experience enhancing the presence of web stores and publications
- Nine years' experience creating and editing creative and technical copy for different outlets
- Have managed projects and teams for the purpose search-engine optimization and content marketing

Work Experience:

SEO specialist

Nicopure Labs

09/15–03/16

- Oversaw the search profile of B2B and B2C web sites including an international e-commerce site
- Worked with managers and developers to administer best SEO practices in the redesigns of current sites and the building of new sites
- Managed a team of writers as part of content marketing efforts and coordinate publication with our social and e-mail marketing channels
- Performed site audits and keyword analyses; prepared monthly reports; monitored backlinks; optimized on-page content and internal links; wrote htaccess, Apache, and Nginx redirects; analyzed page speed and mobile-friendliness; and conducted quality and A/B testing
- Worked in Magento and WordPress content platforms
- Used Conductor Searchlight, BrightEdge, SimilarWeb, and other platforms for assessing progress and refining tactics

SEO specialist

eCentral Stores

05/15–09/15

- Managed the search-engine marketing efforts of a group of B2C web stores including local search profiles and some Adwords campaigns
- Optimized their web sites, boosted their social media presence, oversaw their e-mails, and wrote their weblogs
- Worked in the Magento content platform and utilized Google Analytics, Google Search Console and other platforms for assessing progress and refining tactics

Writer

Various Outlets

05/12–04/15

- Formed a relationship with a variety of different outlets, providing copy for articles, product descriptions, video scripts, and SEO landing pages
- Practiced various marketing concepts while capturing brand voice and tone
- Found success and accolades for creatively writing marketing copy

SEO, editor in chief

duPont Publishing

11/07–02/12, 01/14–11/14

- Oversaw SEO tactics and content marketing efforts, helping its web site grow immensely in visitors and readership
- Used Omniture (Adobe Analytics), Microsoft Visual Studios, and WordPress platforms
- Worked as editor in chief of its annual *Exotic Car Buyers Guide* magazine, managing every nuance of that magazine's production for three years

Education:

Google

- Adwords and Analytics certification 04/16

University of South Florida, St. Petersburg

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