

JEFFREY ERBERT

SEO SPECIALIST | SR. COPYWRITER

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OBJECTIVE

My objective is simple. I want to bring my skills, my passions, and my values to enrich the lives of others and drive the personal development of those around me.

EDUCATION

B.A. in English
Creighton University
2009 - 2013

SKILLS

SEMRush, Ahrefs, Google Analytics, Google Search Console, Google Trends, Drupal, Wordpress, Clearscope, Meta Business, Adobe Illustrator, ClickUp, SLR photography, and more.

VOLUNTEER EXP.

Grant Writer - Art From Ashes 7/16 - 11/16

Responsible for composing request for proposals documents and grant narratives. The result? Over \$20,000 in award.

GED Tutor - Metro Community College 8/10 - 5/11

Aided recently released inmates hone their basic math and language skills to obtain a GED.

WORK EXPERIENCE

SR. COPYWRITER & CONTENT MANAGER | Swisslog Healthcare | Westminster, CO | Aug. 2022 - Present

- Develop, manage, and execute multi-channel (e-mail drip, landing pages, social, blog, brochures, white papers, flyers, etc.) go-to-market content strategies for our new product offerings/solutions in the healthcare robotics field.
- Guide, coordinate, and support the creation of multi-media marketing streams across teams.
- Collaborate with engineers, product managers, technical writers, and construction project managers to take technical robotics and pneumatic tube system engineering information and turn it into effective marketing literature.
- Analyze our UX/customer journey as it pertains to content and implement improvements based on several key metrics.
- Perform in-depth SEO competitor analysis and guide our strategies around key areas of opportunity.

SEO CONTENT SPECIALIST | The CE Shop | Denver, CO | Feb. 2020 - Aug. 2022

- Create, edit, and manage web content via CMS (Content Management System) with best practice SEO strategy at the forefront.
- Primary contributor to multi-award winning (Content Marketing Awards) to our corporate blog and site which garnered 1 million + views monthly.
- Responsible for developing, coordinating, and executing a growth focused content strategy. In the first 6 months, we saw a \$60k increase in revenue — a figure that's poised to grow exponentially.
- Produce ad copy for multi-faceted digital marketing campaigns, including those for social media, AdWords, and Google Display Network.
- Analyze key account metrics and communicate progress of monthly/quarterly initiatives to internal stakeholders.

SR. COPYWRITER | PIN Business Network | Denver, CO | Sep. 2016 - Feb. 2020

- Pitch, coordinate, create, and deploy marketing copy for all enterprise-level client (\$1 million + ad spend) assets including websites, landing pages, videos, podcasts, PPC campaigns, and social media platforms.
- Produce write-ups, reviews, interviews, AP style news articles, and other long form pieces for our website that drew 250 - 500K unique visitors weekly.
- Implement and maintain best practice SEO strategy using various tools (SEM Rush, Roast, Google Trends, Search Console).
- Analyze key campaign metrics to inform and direct overall content strategy.

**References available upon request*