

# Alyssa Lavorata

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## Target Role

Freelance Writer

## Core Fit Snapshot

- Exceptional writing skills; meticulous attention to detail
- Brand voice & tone adaptation across industries
- SEO-optimized blog posts (800–1000 words)
- Internal links, external links, metadata, citing sources
- Flexible, adaptable; clear bandwidth communication
- Comfortable with editorial feedback and revisions
- Agency content marketing experience
- Human-written content only; complies with no-AI standards

## Industry Domains

B2B • Technology • Associations •  
E-commerce • Education

## Keywords & Tools

SEO content strategy, keyword research, on-page optimization

CMS: WordPress, proprietary platforms

## Professional Summary

Tech-savvy content writer with 6 years producing polished, SEO-optimized content and adapting brand voice for B2B, technology, associations, e-commerce, and education. Skilled at following detailed briefs (length, tone, research depth, internal/external linking, metadata) and meeting deadlines with clean, well-cited copy.

## Experience

Content Strategist — Quarryline Digital | Remote | Aug 2018 – Dec 2020

- Planned SEO content calendars for SaaS/fintech clients; scoped 800–1000-word blog posts aligned to briefs.
- Wrote and edited blogs, webpages, and email copy; matched brand voice and tone guidelines.
- Implemented internal linking and metadata standards; helped lift organic visibility and CTR.

Technical Copywriter (Contract) — BlueGrid Innovations | Apr 2017 – Jul 2018

- Produced onboarding manuals, FAQs, and UX copy for software rollouts; translated developer notes into plain language.
- Partnered with engineers/PMs to verify accuracy and completeness; integrated feedback quickly.

Project management: Basecamp, Asana, Trello

Analytics: Google Analytics, Search Console

Documentation: Google Docs, Microsoft 365

Invoices via PayPal • W-9/W-8BEN on file

### **Availability & Ops**

Bandwidth: communicate in advance; flexible assignment volume

Turnaround: typical 48–72 hours per 800–1000-word brief

Content Writer — Innotech Creative Media | Chicago, IL | Jun 2015 – Dec 2016

- Wrote consumer-tech explainers and comparison guides; optimized headlines and metadata for search.
- Supported editorial research, fact-checking, and cross-device formatting.

### **Education**

Associate of Science — Information Technology | College of DuPage, Glen Ellyn, IL | 2011

### **Selected Capabilities**

- Blog posts, webpages, emails, infographics, e-books, white papers
- Research depth matched to brief; cite credible sources
- Update content based on editorial feedback and evolving specs
- Clear communication on scope, deadlines, and bandwidth

### **Portfolio**

<https://alyssa-lavoratas.vercel.app/>