**Alyssa Lavorata**

450 Warrenville Rd, Naperville, IL 60532 | (217) 985-2140 | [alyssalavorata883@gmail.com](file:///C:\Users\ADMIN\Downloads\alyssalavorata883@gmail.com)

|  |  |
| --- | --- |
| **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  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 | **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.  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/> |