# Daniel Lee Browning

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## Professional Summary

Versatile content writer with 12+ years of professional experience creating SEO-driven, brand-aligned content across B2B, technology, education, and e-commerce industries. Skilled in adapting tone and voice to client needs while delivering polished, deadline-oriented work. Experienced in content marketing, blog writing, white papers, and product-focused storytelling with proven ability to increase engagement and search visibility.

## Core Skills

SEO Content Strategy & Optimization  
B2B & Technology Writing  
Blog Posts, White Papers, & E-books  
Brand Voice Adaptation  
Content Marketing & Storytelling  
Project Management Tools (Asana, Basecamp, Trello)  
Web Copy & Email Campaigns  
Editing & Proofreading  
Attention to Detail & Deadline Management

## Professional Experience

**Content Strategist | Apex Digital Solutions | Remote | 2020 – Present**

- Write and optimize SEO-driven blog posts, white papers, and landing pages across B2B and SaaS industries.  
- Adapt brand tone and style guides to meet diverse client requirements in technology and education sectors.  
- Collaborate with developers, designers, and project managers to ensure content accuracy and effectiveness.  
- Increased organic search traffic by 45% through strategic keyword integration and metadata optimization.

**Freelance Content Writer | Independent | Memphis, TN | 2016 – 2020**

- Produced 800–1000 word SEO blog posts, product guides, and email campaigns for small and mid-sized businesses.  
- Specialized in B2B, technology, and e-commerce writing, tailoring content for varying industries.  
- Consistently met tight deadlines while incorporating editorial feedback to improve clarity and structure.  
- Built lasting client relationships through professionalism, adaptability, and content quality.

**IT Support Specialist | Delta Regional Logistics | Memphis, TN | 2010 – 2016**

- Created internal training manuals and step-by-step guides that simplified technical onboarding.  
- Documented IT processes and troubleshooting workflows for efficiency and accuracy.  
- Delivered staff workshops to improve digital literacy, fostering smoother workflows and fewer support tickets.

## Education

B.A. in Communications | Northeast State Community College, TN | Graduated: 2006

## Certifications & Affiliations

Certified Technical Writer – Society for Technical Communication  
Member – American Society of Journalists and Authors (ASJA)  
Volunteer Contributor – Open Source Docs Project