

Alicia Santos

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An innovative Writer with five years of professional experience, specializing in copywriting, brand messaging, tone of voice, and editing. A proven track record of delivering over 150+ articles, blogs, and creative writing pieces across a variety of topics and subject matter. Expertise in conducting market research to enhance organic SEO growth.

Key Skills

- Content Development
- ◆ Search Engine Optimization (SEO)
- Copywriting
- WordPress
- **Brand Messaging**

Professional Experience

Writer

Boston Copywriting Pros., Boston, MA j May 2018 - Present

- Craft 100+ compelling articles, posts, marketing materials, and web pages for a diverse client base, perform market research on industry trends, and ensure alignment with brand messaging and strategy to drive organic growth and audience engagement
- Lead the development of articles and web copy for an emerging blockchain investment consulting site, resulting in a top 15 Google ranking
- Write a series of thought leadership articles for a career consulting firm on job search and career change strategies, resulting in a 30% increase in monthly page views

Writer

Arthur & Taylor Legal Associates / May 2016 - May 2018

- Wrote 50+ blog posts, landing pages, and thought leadership articles covering a range of legal topics, including personal injury and workers' compensation
- Crafted copy for web pages to highlight successful cases and provide insights into the firm's legal expertise while maintaining client confidentiality
- Created informative blog posts on the legal process and state laws governing personal injury statutes and workers compensation in a variety of situations

Education

Bachelor of Arts (B.A.) Journalism

Boston University, Boston, MA September 2012 - May 2016