

Jessica Mathew

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Professional Summary

Passionate and detail-oriented Content Writer with extensive experience in creating engaging and high-quality content across diverse platforms. Adept at producing blog posts, articles, website copy, and social media content. Strong research skills and the ability to tailor content to meet audience needs while enhancing brand visibility. Committed to delivering content that resonates with readers and drives meaningful engagement.

Professional Experience**Freelance Content Writer**

Remote

January 20XX – Present

- Created compelling content for various clients, including blog posts, website copy, social media updates, and marketing materials.
- Collaborated with clients to understand their brand voice and audience, ensuring alignment with their strategic goals.
- Conducted thorough research to support content creation, providing accurate and insightful information.
- Implemented SEO best practices to improve content visibility and search engine rankings.
- Edited and proofread content to ensure clarity, accuracy, and adherence to client guidelines.

Content Writer

Wellness Daily

March 20XX – December 20XX

- Developed informative and engaging blog posts on wellness topics, including mindfulness and stress reduction.
- Collaborated with the editorial team to strategize and execute content plans that resonated with the target audience.
- Ensured all content was well-researched and aligned with the blog's mission to promote healthy living.

Copywriter

GreenEarth Organics

June 20XX – February 20XX

- Crafted persuasive copy for product descriptions, website content, and marketing campaigns for an eco-friendly e-commerce brand.
- Emphasized the company's commitment to sustainability in all content, appealing to environmentally-conscious consumers.
- Contributed to content strategies that enhanced brand messaging and customer engagement.

Technical Writer

TechFlow Solutions

January 20XX – May 20XX

- Authored user guides and documentation for project management software, simplifying complex information for end-users.

- Collaborated with the development team to gather technical details and translate them into user-friendly documentation.
- Provided training materials and support resources to enhance user experience and software usability.

Education

Bachelor of Arts in English Literature

University Name

Year of Graduation

Skills

- Content Creation
 - SEO Writing
 - Creative Writing
 - Research & Analysis
 - Copywriting
 - Editing & Proofreading
 - Social Media Management
 - WordPress and CMS Platforms
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Certifications

- **Content Marketing Certification**, HubSpot Academy, [Year]
 - **SEO Certification**, Google, [Year]
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Professional Affiliations

- Member, Content Writers Association
- Contributor, Industry Blogs and Publications