

Zachary Painter

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Content marketing specialist with **3 years of experience** in **SEO copywriting, link building,** and **content ideation** and **creation** for both B2B and B2C brands.

Professional Experience

Siege Media | Austin, Texas — *Content Marketing Specialist*

July 2018 – Present

- Client lead for Wikibuy and Tommy John, overseeing ideation, production, and promotion of all Siege-created content for both brands
- Earned link placements on high-DA authority publications, including New York Post, News Week, CNET, and Mental Floss, among others
- Responsible for maintaining all client communication, including monthly content reports and creating internal and client-facing content schedules

Silicon Power | Taipei, Taiwan — *Digital Marketing Specialist*

November 2017 - June 2018

- Responsible for rewriting website content to make it more conversational and engaging
- Wrote press releases for new product launches and company news
- Edited and managed company's blog content

Taroko Software | Taipei, Taiwan — *Digital Marketing Specialist*

March 2017 - November 2017

- Built quality links to Resume Genius, Termly.io, and Freelancewriting.com
- Created long-form, evergreen B2B content and landing page copy targeting SaaS startups
- Wrote *The Content Strategist's Playbook* for Compose.ly, a content marketing platform that connects businesses with quality freelance writers to outsource their content creation

Additional Skills

- SEO & Analytics Software: **Ahrefs, SEMRush, AccuRanker, Google Analytics**
- CMS Software: **Wordpress, Shopify, and Medium**
- Workplace Tools: **Google Docs, Microsoft Word, Excel, and Google Sheets**
- Project Management Tools: **Basecamp, Trello, 10,000 Ft.**

Education

University of North Carolina Greensboro — *B.A. in English and German*

August 2008 - May 2014