

MICHAEL DAVIS

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PROFESSIONAL SUMMARY

Results-oriented team leader with experience in creating and managing web systems. Skilled in AI, HTML, CSS, JavaScript and other web technologies. Adept at evaluating performance, identifying areas for improvement, and providing solutions meeting requirements. Specializing in analyzing processes, identifying areas of waste, and developing efficient solutions while maintaining quality and client satisfaction.

WEBSITES, PORTFOLIOS, PROFILES

- Miked549
- nothinggoingonhere.com

SKILLS

- Search Engine Optimization (SEO)
- AI Implementation and Screening
- WordPress
- Content Development (AP, CMS, APA, MLA)
- Content Editing
- Computer Languages: JavaScript, Python, HTML, CSS, R
- Deliverables Oversight
- Management and Supervision
- Google Drive, Microsoft Suite
- Web Content Development
- Proofreading, Research
- B2B and B2C Writing
- Video Editing (Final Cut Pro 10x)
- Project Management Tools: Asana, Basecamp, Quickbase, WorkFront, Wrike
- SEO Tools: Ahrefs, SemRush
- Client Relations, Conflict Resolution

WORK HISTORY

SEO CONTENT MANAGER 08/2021 to Current Lamark Media, Boca Raton, FL

- Achieved a 30% department cost reduction.
- Developed a comprehensive content calendar for consistent publishing and improved audience engagement.
- Managed a team of freelance writers, ensuring timely delivery of high-quality articles and blog posts.
- Conducted thorough research to produce accurate, informative, and relevant industry-related content.
- Edited and proofread all written materials, maintaining a high standard of grammar and style consistency.
- Worked closely with design team to create visually appealing graphics that complemented written content.

SEO CONTENT DIRECTOR 01/2018 to 08/2021 On the Map Marketing, Miami, FL

- Managed a diverse team of writers and editors, fostering a collaborative work environment for optimal creativity.

- Enhanced content quality by implementing editorial guidelines and overseeing the team's adherence to standards.
- Led brainstorming sessions for innovative content ideas, resulting in unique campaigns and higher audience engagement.
- Implemented SEO best practices within all content to increase organic search traffic and visibility on search engines.
- Delivered 300,000 words of content per month. 98% of content pieces were accepted with no edits.

CHIEF CONTENT EDITOR 05/2011 to 06/2016

Strategic Legal Web, Boynton Beach, FL

- Enhanced overall content quality by proofreading, editing, and revising articles for accuracy and clarity.
- Streamlined editorial workflow by implementing efficient processes for content submission and review.
- Improved reader engagement by curating relevant and compelling content across various platforms.
- Collaborated with writers to develop strong, engaging pieces that resonated with target audiences.

EDUCATION

Bachelor of Arts : Finance And English
University of Miami - Coral Gables, FL

No Degree : Business Administration
Tulane University - New Orleans, LA

**PUBLICATIONS
WRITING**

- Drunkinamidnightchoir.com: Contributor and Editor (2014-Present)
- Wordsmoker.com: Contributor and Editor (2009-2012)
- Nothinggoingonhere.com: Editor in Chief

WRITING PORTFOLIO miked549.journoportfollio.com