

MICHAEL VANDENBERG

Editor & Content Writer

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SKILLS

Editing

- Developmental Editing
- Structural Editing
- Copy Editing
- Proofreading

Writing

- SEO/Blog
- Advertorial
- Sports

Search Engine Optimization

- White hat
- Keywords and Clearscope
- Reader focus/White space
- Project 24

EDUCATION

BA English, Writing Option
Business and Technical Writing
Kean University
Union, NJ
2011-2013

AA Writing
Middlesex County College
Edison, NJ
2009-2011

High School Diploma
Piscataway High School
Piscataway, NJ
2005-2009

EXPERIENCE

SEO Editor/Specialist

Intergrowth — Denver, CO (Remote)

December 2021-Present

- Edit client and in-house website content
- Use Clearscope and SEO to maximize SERP rankings
- Revamp and reoptimize older content
- Write posts
- QA

SEO Editor and Team Lead

Text Goods — Dallas, TX (Remote)

November 2020-May 2022

- Managed a team of 10-20 writers at any one time
- Tutored new writers on our style guide and P24
- Assigned tasks based on writer strengths and preferences
- Published completed posts via WordPress

SEO Copywriter

Text Goods — Dallas, TX (Remote)

February 2020-May 2022

- Wrote posts of varying lengths according to style guide and P24
- Incorporated client special requests and revisions
- Researched primary and secondary sources
- Wide variety of topics, from iPhone photos to home brewing and more

Advertorial Writer

Micromedia Publications — Lakehurst, NJ

February 2017-October 2020

- Wrote full-page business profiles on clients for our newspapers
- Conducted interviews with client ownership
- Described businesses while building a personal connection for readers

Sports and Advertorial Writer, Salesperson, Intern

About Our Town — Piscataway, NJ

February 2013-October 2020

- Wrote advertorials on customers for our newspapers
- Kept a sports column highlighting unique local athletics
- Sold additional products to current customers
- Clerical assistance

Samples are always available upon request!