

Tyler James

Content Strategist

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Professional Summary

Content Strategist with 6 years of experience crafting content strategies that drive engagement, brand loyalty, and SEO performance. Proficient in aligning content efforts with business goals, content architecture, and audience development.

Skills

Content Strategy, SEO Research, Content Architecture, Content Mapping, Editorial Management, Cross-Functional Alignment, User Journey Planning, Performance Analytics, Tone of Voice Development

Experience

Content Strategist - Visionary Content Group (2020 - Present)

- Developed strategic content roadmaps aligned with business goals and SEO targets.
- Conducted user research and content audits to inform planning.
- Collaborated with designers, UX writers, and product teams to execute content experiences.

Senior Copywriter - BrandMatter (2017 - 2020)

- Transitioned into strategy by leading content calendar design and campaign planning.
- Created content briefs that improved turnaround time by 30%.

Education

B.A. in English & Strategic Communications, Ohio University, 2016