

Jack Howarth

Devoted SEO Content Manager and Senior Copywriter

Rochdale OL11 5EY

jhowarth270898@outlook.com

+44 7399 851172

Results-oriented SEO & Content Manager with a proven track record of success in the media and PC hardware industry. Expert in identifying SEO best practices for websites, I excel in analyzing trends, on-page and off-page SEO, Keyword research, Core web vitals, and utilizing tools such as Ahrefs, SE Ranking, Google Search Console, and Analytics to gain a comprehensive view of webpage performance.

With four years of experience in copywriting across diverse areas, including guides, FAQs, news, best-of-content, and more, I bring a wealth of expertise in writing for both UK and US audiences. My skills extend to creating on-page templates, developing SEO strategies through research, and crafting content with a unique spin to optimize Google Discover traffic.

Committed to staying abreast of industry trends, I am well-versed in SEO best practices and Google EAT, ensuring that the content I create not only ranks well but also maintains a strong presence in search engine results.

If you are seeking a proactive SEO Content Manager and or Copywriter to enhance traffic and engagement, I am eager to contribute my skills and expertise to your team.

Willing to relocate: Anywhere

Personal Details

Driver's License: Cars

Eligible to work in the UK: Yes

Highest Level of Education: Diploma of Higher Education

Industry: Marketing

Total years of experience: 4

Work Experience

SEO & Content Manager

1st Technologies Ltd - Ribchester

November 2023 to Present

As the SEO & Content Manager at Bargain Hardware, I spearhead the on-page SEO strategies for a prominent refurbished server merchant that has strategically ventured into the realm of blogging to expand its audience reach.

In this pivotal role, I have played a key part in shaping the company's online presence by creating a robust blog page template and establishing a clear course of action guided by SEO best practices.

Key Responsibilities:

- Strategic SEO Planning: Crafted and implemented a comprehensive SEO strategy to boost Bargain Hardware's visibility in search engine results. This involved utilizing a diverse set of tools, including Ahrefs, Google Search Console, Analytics, and other components of the Google Suite.
- Keyword Research and Analysis: Conducted thorough keyword research to identify high-impact keywords and trends within the refurbished server industry. Utilized this data to inform content creation and enhance Bargain Hardware's positioning in search rankings.
- Core web vitals: Spearhead the optimization efforts for Core Web Vitals, ensuring our web pages surpass industry standards. Expertly fine-tune key performance metrics including LCP, FID, and CLS to guarantee an exceptional user experience.
- Blog Page Template Creation: Developed a highly effective and visually appealing blog page template, ensuring a seamless and optimized user experience. This template serves as the foundation for our blog content, enhancing readability and engagement.
- Optimized Content Creation: Led efforts to produce well-optimized content that aligns with SEO best practices. Employed data-driven insights from tools to create content that resonates with target audiences and ranks prominently in search engine results.
- Performance Tracking: Leveraged analytics tools to monitor and assess the performance of blog content. Regularly analyzed key metrics to refine and optimize future content strategies, ensuring continuous improvement in search engine rankings.
- Collaborative Approach: Worked collaboratively with cross-functional teams to integrate SEO practices seamlessly into content creation processes. Provided guidance on best practices to writers and content creators, fostering a cohesive approach to SEO across the organization.
- Staying Current with Industry Trends: Maintained a proactive approach to staying informed about the latest trends and updates in the SEO landscape. Implemented emerging best practices to keep Bargain Hardware at the forefront of SEO innovation.

News Content Manager / Senior Copywriter / News editor

BY Gamers For Gamers - Manchester

October 2021 to November 2023

Experienced and creative Senior Copywriter and Editor of news content on WePC, with a focus on optimizing content for Google Discover. Often involving finding alternate angles or alternate ways to spin a story. Proven track record of creating compelling news articles across diverse industries, employing innovative storytelling techniques and opinion-based approaches.

Specialized in SEO to enhance visibility and organic impressions. Skilled in trend identification, community engagement, and editorial oversight over freelancers. Collaborative team player with a commitment to journalistic principles. Proficient in performance analysis to continually enhance content impact and visibility.

Product Specialist (CPU, Motherboard, Cooler)

BGFG - Manchester

October 2021 to September 2023

Product Specialist with expertise in CPUs, Coolers, and Motherboards, specializing in the IT and tech industry. Responsibilities at BGFG included conducting in-depth hardware reviews, producing best-of content, and curating deals for comprehensive market coverage. Proficient in SEO, utilized tools like AHREFS, Search Console, and SE-Ranking to optimize content visibility on Google.

Known for working within strict timelines, demonstrating a deep understanding of products under review. Conducted extensive testing, including power, thermal, FPS, fault, and feature tests across various products. Possesses comprehensive knowledge of IT, gaming, and computing to adapt testing methodologies based on product or component.

In best-of articles, consolidated past and present reviews to provide comparative analysis and comprehensive overviews of topics like Motherboards, covering VRMs, heatsinks, features, ports, PCIe support, power stages, sockets, and more.

Product Benchmarking

BGFG - Manchester

November 2020 to October 2021

As a dedicated Product Benchmarking at BGFG, I oversaw operations for "WePC Benchmarks," a YouTube channel specializing in testing the latest PC hardware for gaming and synthetic scenarios.

My role involved conducting meticulous evaluations, capturing results using a capture card, and proficiently editing content for YouTube videos.

My skill set includes proficient video editing, extensive knowledge of software and hardware, and exceptional time management, all crucial for executing my duties effectively. However, my contributions go beyond my primary role:

1. Writer: I contribute written content to WePC.com, producing benchmarks and optimization guides. Notably, I authored a debut review on the ROG RYUJIN II AIO CPU cooler, showcasing both technological expertise and writing proficiency.
2. PC Builder: As the go-to technical expert, I am entrusted with building numerous PCs both on and off camera, leveraging extensive experience as a PC builder.
3. Presenter: Despite initial lack of significant experience, I swiftly adapted to presenting engaging on-camera and voiceover performances for YouTube videos. I developed a seamless presentation style, balancing humor, professionalism, and expertise to align with video content and business objectives.
4. IT Support: My comprehensive technological background proves invaluable for providing day-to-day office tech support. Frequently called upon to resolve issues and optimize performance beyond video production, I address water-cooling concerns, diagnose hardware failures, and troubleshoot general Windows-related problems, demonstrating a capacity to tackle diverse IT challenges.

Education

Diploma of higher education in CompTIA A+

Study Hub - Manchester

March 2023

Certificate of Higher Education in Computer Technology

Blackburn college

Maths GCSE - B

Haslingden high school

English Literature GCSE - A

Haslingden high school

English language GCSE - B

Haslingden high school

ICT BTEC - MERRIT

Haslingden high school

Biology GCSE - A

Haslingden high school

Chemistry GCSE - B

Haslingden high school

Physics GCSE - A

Haslingden high school

Skills

- Software
- Hardware
- Organisation
- Microsoft Word
- Management
- Copywriting
- WordPress
- Content management
- SEO
- Google Search Console
- IT
- Google Analytics
- Digital Marketing
- Search Engine Optimization (SEO)

Certifications and Licenses

CompTia A+

March 2023 to Present