



ZACHARY KAI

Web Content Writer

CONTACT

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ABOUT ME

Hi! I'm Zachary Kai. I'm a Web Content Writer with 6+ years of experience working full time for an online family business where I managed the research, drafting, editing, SEO-optimization, publishing, and updating of 400+ articles across 9+ websites in many direct-to-consumer niches. I also write for fun and my side projects.

SKILLS

- Editing + Proofreading
- ProWritingAid & Grammarly
- Web Content Writing
- On-Page SEO & Optimization
- Site Structure Creation
- Organizational Skills
- Research Skills
- Communication + Presentation
- Analytical + Creative Thinking
- Project & Time Management
- Collaborative + Adaptable

EXPERIENCE

WEB CONTENT WRITER & MANAGER

Online Family Business (2019-2025)

I started gaining experience in web content writing at 15 and have worked in the industry ever since. While homeschooling, I also took on part-time work for the family business, which involved drafting, editing, formatting, and publishing using WordPress, CMS management, strategy, and content optimization. Once I became of age, I began working full time, which I have done for the last six years. I became the web content manager, specializing in writing and publishing but also gaining cross-experience in SEO, social media, email newsletters, automation, UX design, and copywriting. As part of my responsibilities, I created strategy and implementation for website content, and I collaborated on improvements and implemented them.

FOUNDER & WEB CONTENT WRITER

Road Less Read (2019-Present)

I founded Road Less Read, a book-focused website, in 2019. As part of this side project, I wrote, edited, published, optimized and marketed web content. I also performed CMS web design, development, strategy, optimization, and maintenance tasks.

FREELANCE WEB CONTENT WRITER

Self-Employed (2023-Present)

As another side-project, and a self-employed freelance web content writer, I've created a SEO-optimized and well-researched site structure for 850+ articles from scratch, and written for a variety of outlets.

TESTIMONIALS

"Zachary collaborated extremely well with his team, communicating effectively and showing initiative when required to make quick decisions. He follows instructions with accuracy and asks questions to clarify his understanding. Zachary shows enthusiasm for the work he does and completes task with care and precision."

— **Brendan Alderton, theatre director.**

"I hired Zach for a content creation project and I was impressed. It was a more involved process that involved thinking, detail-orientation and a good sense of SEO. I was apprehensive at first but after the first check-in came in I knew I was in good hands. The spreadsheet I provided was overhauled and the result exactly what I wanted and delivered on time. Highly recommended."

— **Olivier Duong, copywriter.**