

ALDEN RODGERS

Content Marketing Specialist/SEO Copywriter

PROFESSIONAL EXPERIENCE

SEO Copywriter

Nexus Marketing Agency

Atlanta, GA | Jan 2023 – Present

- Write and optimize SEO content for 17 mission-driven brands across various industries
- Collaborate with designers to produce digital assets and account managers to execute keyword campaigns
- Research industry topics and trends to develop thought leadership pieces and ghostwritten articles for client executives

Features/Business Writer

The Oglethorpe Echo

Oglethorpe County, GA | Oct 2021 – Jan 2022

- Pitched and executed engaging articles that highlighted people and businesses in the community
- Built trust and rapport with sources while managing a network of contacts in a tight-knit rural community
- Maintained journalistic integrity while balancing speed, accuracy, and storytelling sensitivity

Traveling Content Creator

PLOT My Story

Georgia | May – Aug 2021

- Wrote 14 articles for the PLOT My Story website about nonprofit organizations in Georgia
- Traveled to various locations to conduct interviews and take photos
- Met deadlines while also taking 12 credit hours of online classes and working 30 hours each week

CONTACT

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ABOUT

Content marketing specialist with 2+ years of experience in high-level, thought leadership content creation, SEO, and visual content development. Possess a B.A. in Journalism and familiarity with numerous SEO and website monitoring platforms, CMS systems, and Google Workspace tools.

EDUCATION

B.A. in Journalism

University of Georgia

Summa Cum Laude

December 2022

KEY SKILLS

Copywriting

Content Strategy

SEO and GEO Best Practices

Writing for UX and Customer Journey

AI Prompt Engineering

Interviewing and Research

Video Script Creation

RELEVANT TOOLS

CMSS: WordPress, Drupal,

Hubspot, Webflow, and Craft

Moz

Google Search Console

Google Analytics

Canva

Google Workspace

Zoho and Asana