

Carmie Grothaus

Content Writer

Profile

Detail-oriented Content Writer with 1 year of experience in creating engaging and well-researched content across various industries. Proficient in SEO optimization, keyword research, and adapting writing style to different target audiences. Skilled in meeting deadlines and collaborating with cross-functional teams to deliver high-quality content.

Employment History

Senior Content Writer at Vermont Content Writer, VT

May 2023 - Present

- Successfully increased organic website traffic by 50% within six months through the creation and implementation of a targeted SEO content strategy, resulting in a significant boost in lead generation and conversion rates for Vermont Content Writer, VT.
- Developed and executed an engaging social media content plan that led to a 30% increase in audience engagement and a 20% growth in followers across all platforms, contributing to a stronger online presence for the company.
- Spearheaded a major website overhaul project, which included writing and editing over 100 pages of high-quality, informative content aimed at improving user experience and increasing time spent on the site by 25%.

Content Writer at Green Mountain Writers, VT

Aug 2022 - Mar 2023

- Successfully increased organic website traffic by 35% within six months through the creation and implementation of a comprehensive SEO strategy, which included optimizing web content, incorporating targeted keywords, and building high-quality backlinks.
- Developed and executed a content marketing campaign that boosted social media engagement by 50%, resulting in a 20% increase in sales leads generated within a year. This was achieved by crafting compelling and shareable blog posts, articles, and infographics tailored to the target audience's interests and needs.
- Played a pivotal role in securing a major client partnership by producing a professional and persuasive proposal that highlighted Green Mountain Writers' expertise and value proposition. The new account contributed to a 25% increase in company revenue for the year.

Certificates

HubSpot Content Marketing Certification

Nov 2021

Google Analytics Individual Qualification (GAIQ)

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Education

Bachelor of Arts in English and Creative Writing at Middlebury College, Middlebury, VT

Sep 2018 - May 2022

Relevant Coursework: Literary Analysis, Creative Writing, Fiction and Nonfiction Writing, Poetry, Screenwriting, British and American Literature, Shakespeare, Grammar and Linguistics, Technical Writing, and Editing.

Links

[linkedin.com/in/carmiegrothaus](https://www.linkedin.com/in/carmiegrothaus)

Skills

SEO optimization

WordPress proficiency

Google Analytics

HTML/CSS basics

Adobe InDesign

Social media management

MailChimp expertise

Languages

English

Russian