

# Rosita Skeete

Content Strategist

## Profile

As a Content Strategist with over 2 years of experience, I have developed a strong skill set in content creation, content optimization, and content management. I have extensive experience with content management systems such as WordPress, Drupal, and Joomla. I have a deep understanding of SEO fundamentals and have optimized content for maximum visibility in organic search. I have a keen eye for detail and strive to ensure that all content is of the highest caliber. My ability to develop and execute successful content strategies has enabled me to effectively deliver content that meets both business objectives and user needs.

## Employment History

### Senior Content Strategist at The Content Strategist Group, Inc., IA

Oct 2022 - Present

- Developed and implemented a successful content strategy for The Content Strategist Group, Inc., IA, resulting in a 20% increase in website traffic and an 11% increase in customer conversions within the first quarter of implementation.
- Led the research and analysis of customer engagement data to identify key areas of improvement and develop targeted content strategies, resulting in a 50% reduction in customer churn.
- Created and managed a content marketing budget of \$200K, resulting in a 25% decrease in cost-per-click (CPC) and a 30% increase in organic search engine rankings.
- Collaborated with the design and development teams to ensure the successful launch of a new website, resulting in a 40% increase in user engagement and a 10% decrease in bounce rate.

### Content Strategist at Content Strategy Solutions, LLC., IA

Sep 2021 - Sep 2022

- Developed a content strategy to increase organic website traffic by 24%, resulting in a 15% increase in revenue for Content Strategy Solutions, LLC.
- Implemented a new keyword optimization strategy that increased web page visits by 18%.
- Created and managed an editorial calendar for all content creation and social media campaigns, resulting in a 30% increase in engagement on key social media channels.
- Developed a comprehensive SEO strategy that improved search engine rankings for targeted keywords by 20%, resulting in a 25% increase in website conversions.

## Education

### Bachelor of Arts in Communications and Content Strategy at Drake University, Des Moines, IA

Sep 2017 - May 2021

Relevant Coursework: Media & Communication Theory, Strategic Content Development, Content Writing & Editing, Digital Media & Storytelling, Social Media Marketing.

## Details

[rosita.skeete@gmail.com](mailto:rosita.skeete@gmail.com)

(199) 528-8243

Des Moines, IA

## Links

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

## Skills

Writing

Research

Editing

SEO

Social Media Management

Analytics

Project Management

## Languages

English

Arabic

## Hobbies

Writing

Reading

Painting