

Jianna Duewel

Web Content Writer

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☎ (329) 339-8830

📍 1234 Liberty Street,
Philadelphia, PA 19148

Education

**Bachelor of Arts in English
and Communication at
University of Pennsylvania,
Philadelphia, PA**

Sep 2018 - May 2022

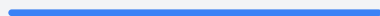
Relevant Coursework: English Literature, Creative Writing, Media Studies, Public Speaking, Intercultural Communication, Technical Writing, and Rhetoric.

Links

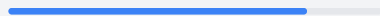
[linkedin.com/in/jiannaduewel](https://www.linkedin.com/in/jiannaduewel)

Skills

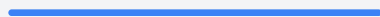
SEO optimization



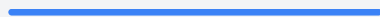
HTML proficiency



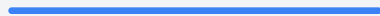
CSS knowledge



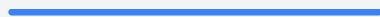
WordPress expertise



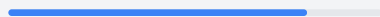
Google Analytics



Keyword research

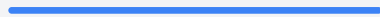


UX understanding



Languages

English



German



Hobbies

Creative writing (such as poetry or short stories)

Profile

Dedicated Web Content Writer with 1 year of experience in crafting engaging and relevant content for various online platforms. Proficient in SEO optimization and keyword research, with a strong ability to adapt writing style to different audiences. Adept at collaborating with clients to develop compelling content that drives web traffic and user engagement. Committed to meeting deadlines and delivering high-quality work that aligns with brand identity and messaging.

Employment History

Web Content Writer at WebFX, PA

Feb 2023 - Present

- Increased organic traffic by 35% for a client's website over a six-month period through the creation of high-quality, SEO-optimized content, resulting in higher search engine rankings and improved online visibility.
- Successfully managed a team of three junior content writers, leading to a 50% increase in content output and a 25% reduction in project turnaround time for WebFX clients.
- Developed and implemented a content strategy for a major e-commerce client that led to a 20% increase in online sales and a 30% growth in their email subscriber base within one year.
- Consistently exceeded monthly content creation goals by an average of 15%, resulting in increased client satisfaction rates and contributing to a 10% increase in overall company revenue for WebFX.

Associate Web Content Writer at , PA

Aug 2022 - Jan 2023

- Successfully increased organic website traffic by 25% within a six-month period by optimizing content with relevant keywords and implementing SEO best practices.
- Developed and managed a content calendar for the company blog, resulting in a 30% increase in monthly unique visitors and a 20% increase in time spent on the site.
- Collaborated with the marketing team to create targeted email campaigns that generated a 15% increase in click-through rates and a 10% increase in conversions.

Certificates

HubSpot Content Marketing Certification

Jun 2022

Google Analytics Individual Qualification (GAIQ)

Sep 2020

Memberships