
Content Developer Resume

Job Objective

To obtain a Content Developer position and to contribute to the success of the company.

Work Experience:

Content Developer, July 2006 – Present
Sandal, Inc., Atlanta, GA

- Prepared and developed Web site content, sales and marketing presentations, newsletter articles.
- Developed user stories and quotes for use in a variety of marketing collateral.
- Attended planning meetings of all products to fully understand positioning and help drive Marketing Communications involvement and understanding.
- Composed newsletter, developed strategy, content and metrics for success repurposing content for blogs and other marketing collateral.
- Developed and maintained functionality for web sites and applications.
- Created templates, scripts, and web forms for departments and groups, managing users within the CMS.

Content Developer, May 2002 – June 2006
Aptex Corporation, Atlanta, GA

- Developed instructional content that is concise and appropriate for the audience.
 - Edited documents from multiple sources to achieve a consistent style and voice.
 - Developed effective working relationships with SMEs to efficiently collect content information and feedback.
 - Maintained contact with customers, resellers and business partners.
 - Mentored and developed new writers and interns.
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Summary of Qualifications:

- Hands-on experience as a content and promotional copy writer and editing skills
 - Profound knowledge of SEO in terms of creating content that drives users to a web site
 - In-depth knowledge of managing multiple large projects with overlapping deadlines
 - Thorough knowledge of developing, writing and measuring the success of email campaigns
 - Familiar with search engine optimization writing techniques
 - Excellent editing, and proofreading skills
 - Sound knowledge of using and analyzing social media outlets and opportunities
 - Strong analytical skills and ability to plan and prioritize
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Education:

Bachelor's Degree in Business Administration, McDaniel College, Maryland, MD

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