
Content Strategist Resume

Job Objective

Seeking opportunity to work as Content Strategist.

Highlights of Qualifications:

- Substantial experience in content strategy processes
 - Sound knowledge of SEO best practices
 - Profound knowledge of content management systems
 - Proficient with digital copywriting and editing activities
 - Wide knowledge of social media marketing
 - Ability to prepare web ready content
 - Ability to manage content for multiple websites
 - Ability to work independently or as a part of a team
 - Superior verbal and written communication skills
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Professional Experience:

Content Strategist

Amazon Corporate LLC, Mayfield, KY

August 2007 – Present

- Reviewed and recommended improvements to client's website.
- Developed editorial formats and content hierarchies.
- Prepared metadata frameworks and new information structures.
- Worked with design team on website development activities.
- Participated in kick-off meetings and other regular status meetings with clients.
- Edited website content for quality, usability and accessibility.
- Developed editorial memos, user flows and content matrices.
- Implemented content development tools and processes.

Content Strategist

Healthx, Inc., Mayfield, KY

May 2004 – July 2007

- Developed content strategy based on client business needs.
 - Identified potential content resources and determined content requirements.
 - Conducted audits for website, blog and other social media content.
 - Developed style guides, checklists and editing guidelines for digital content.
 - Assisted in content production and distribution activities.
 - Maintained editorial calendar to meet deadlines.
 - Developed content for interactive videos and games.
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Education:

Bachelor's Degree in Communications

New Saint Andrews College, Moscow, ID

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