

Joseph Wales Evans

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Job Objective:

Highly-competent, enthusiastic, and dedicated 'Creative SEO Content Writer' seeking a challenging position in an organization to use my strong imagination and prowess in written English to convey clients' messages related to their products and service succinctly to target audience.

Summary of Skills:

- Extensive work-experience of writing content for various assignments, including articles, blogs for social media posts or magazines, and for promotional advertisements
- Content and digital marketing
- In-depth information on SEO principles, keywords, and use of Content Management Systems
- Familiar with checking the content relevance with the topic and proofreading it for grammar, spelling mistakes, punctuation or sentence formation
- Ability to maintain keyword density in articles as well as produce original contents free of plagiarism

- Outstanding research abilities and strong imagination power to write engaging content for painting a visual in the reader/listener's mind
- Ability to generate new ideas and meet clients' expectations
- Proficiency in writing for different niches for the web
- Word Press posting

Work Experience:

SEO Content Writer

Reservetech.Inc

November 2016 - Present

- Performing various duties including conducting thorough research for industry-related topics, brainstorming new ideas for the content, and performing proofreading before sending it for publication or uploading online posts
- Coordinating with the graphical design team to add illustrative images to the brand's pamphlets, brochures, banners, or online advertisements
- Writing engaging contents for attracting potential customers to buy product and services
- Lead Generation
- Proofreading and editing articles, blogs, brochures, copy contents, and other marketing materials written by junior writers

Freelance Writer

Loud interactive

March 2016- Present

- Interacted with clients to understand the project expectations, and the best way to communicate intended message
- Developed original concepts, and wrote scripts for promotional and marketing initiatives
- Researched facts, and statistical data from original sources to support the ideas mentioned in the articles, and produced plagiarism-free contents
- Submitted the written material to the respective client for approval and coordinated to perform required revisions
- Performed extensive research for specific industry-related topics by referring to online information, interviews of eminent personalities, and other available data

SEO Content Developer /Social Media Management (part-time)

Greatertrip.com and Financedoneright.com

- Collaborated with Marketing and Creative teams; promoted the agency's key campaigns, brand launches, and product stories while demonstrating a clear understanding of each campaign's key objectives and the required strategies to accomplish them.
- Conceptualized and developed editorial storylines that effectively aligned with the theme and identified set of trends for the creation of copy scheduled for monthly distribution via digital and traditional channels.
- Assisted in developing retail-based, brand appropriate CTAs to be used for email marketing campaigns, website, and social media content.
- Coordinated with the Copy team members in order to edit and accurately proofread all technical product copy materials.
- Assisted in the creation of curated editorial content for the purpose of supporting the campaign calendar of events and activities.
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Academic Writer (part-time)

Super Writers Association

- White papers
- Essays
- Reports
- Projects
- Admission essays

Education:

- Bachelor's degree in Business Administration
Oxford Brookes University, 2008

Specializations:

- Finance
- Travel
- Cryptocurrency
- Jobs
- Senior Health
- Social media marketing
- Search engine marketing
- Lead nurturing
- Email marketing
- General business

- Health
- Self-help
- Search engine optimization
- Blogging
- Parenting
- Relationships
- Marketing automation

Reference:

On request.