

# SAM JONES

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## EXPERIENCE

### **AMPLIFY MARKETING AGENCY** — Philadelphia, PA — SEO Specialist & SEO Content Strategist

January 2021 - Present

- Create website blueprints to map out site architecture and content URLs for new and existing verticals to ensure optimal search visibility and user experience.
- Perform keyword research to grow and manage targeted keyword portfolio while seeking new content opportunities and themes.
- Identify gaps in content coverage and keyword topics to be produced through competitor analysis.
- Provide new content recommendations and key SEO improvements using Google Search Console, Google Analytics, and Data Studio.
- Perform SEO Audits to report on current organic content performance, evaluate underperforming content, and determine appropriate direction for the content (rewrite, redirect, or remove).
- Produce engaging error-free content in a variety of tones for advertorials, meta titles, meta descriptions, website content, blogs, resource pages, and other digital content deeply rooted in SEO.
- Audit internal linking regularly to improve search visibility for high value pages and monitor daily site ranking performance, focusing on increasing and defending our positions.
- Study industry trends and current SEO and content strategy knowledge to stay ahead of competitors.
- Collaborate with various disciplines (content, social media, PPC, account managers, etc.) to produce SEO strategies for clients. Support digital analytics team on their reports to follow data best practices.
- Collaborate with content teams to give guidance on organic content structure, keywords, and reports.
- Analyze technical SEO daily crawls, via Content King and Morphio, to identify and help fix issues.

### **FREELANCE CONTENT STRATEGY** — Ardmore, PA — Copywriter & Content Creator

July 2019 - Present

- Founder of Sam Jones LLC - sole proprietorship designed to provide creative marketing, copywriting, content strategy, and search engine optimization for small businesses.
- Develop press releases, advertorials, opt-ins, email campaigns, social media campaigns, product descriptions, website content, blogs, and other digital content.
- Consult and train business owners on basic SEO, keyword mapping techniques, including on-page SEO, local SEO, link building campaigns, and content creation.

### **GO GO GADGETS** — Philadelphia, PA — Senior SEO Copywriter & Content Creator

January 2020 - December 2020

- Created product copy for all e-commerce marketplaces including Amazon, eBay, Walmart, and Shopify.
- Wrote engaging error-free copy in a variety of voices for products across all brands to appeal to individual demographics while adhering to platform guidelines.
- Researched and edited all content utilized over multiple platforms.
- Managed and trains a small team of copywriters on basic search engine optimization and keyword mapping techniques, including on-page SEO, local SEO, link building campaigns, e-commerce keywords, content strategies, and content creation.
- Developed press releases, advertorials, opt-ins, email campaigns, social media campaigns, product descriptions, blogs, sales brochures, titles, search terms, and other digital content rooted in SEO.

### **HOMETOWN SAVINGS BANK** — Landsdale, PA — Marketing Specialist

May 2018 - December 2019

- Handled day to day management of the CRM system and updated flyers, images, and infographics.
- Specialized in all mortgage products and created content for social media platforms, blogs, website content, internal and external newsletters, and email campaigns.
- Digitally researched changes in products, industry news, and events.

### **PHILADELPHIA PUBLIC SCHOOLS** — Overbook, PA — Special Education Primary School Teacher

September 2016 - May 2018

- Assisted in curriculum development for English and Social Studies.
- Evaluated students to determine skills and developed teaching plans and adapted lessons for specific needs.

- Created and executed Individualized Education Programs (IEPs) for caseload of 15 students.

**HIRINGNOW STAFFING** — *Philadelphia, PA — Copywriter (Part-time)*

July 2013 - August 2015

- Developed press releases, advertorials, opt-ins, email campaigns, social media campaigns, product descriptions, website content, blogs, and other digital content.
- Consulted and trained business owners on basic search engine optimization and keyword mapping techniques, including on-page SEO, local SEO, link building campaigns, and content creation.
- Analyzed client needs and developed content for emails, newsletters, and websites.
- Maintained and solidified client relationships through daily written communication.
- Generated new leads and secured accounts by growing and maintaining personal and professional networks.

## **EDUATION**

**TEMPLE GRADUATE UNIVERSITY** — *Philadelphia, PA — Masters in Literacy*

September 2015 – June 2017

**PENNSYLVANIA STATE UNIVERSITY** — *State College, PA — Bachelors in English*

September 2009 – May 2013

## **SKILLS**

Google Analytics, Google Search Console, Google My Business, Google Data Studio, Google Tag Manager, Google Drive, Ahrefs, Keyword Cupid, Surfer SEO, Frase.io, Conversion.ai, SERPWoo, WordPress, Yext, Content King, Morphio, SEO Testing, Inlinks, Robots.txt, Canva, Zoom, Adobe, Excel, SellerCloud, eBay, Shopify, MailChimp, Wix.