

Rachael Corrine Jones

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Relocating to Seattle area Sept 2019.

Professional Summary

Content Strategist and Copywriter with 8 years of experience writing informative, compelling, and well-performing content for creative entrepreneurs and businesses of all sizes. Professional background in web content management, copywriting, and social media marketing for healthcare, legal, hospitality, wellness, and non-profit companies.

Work Experience

Freelance Content Strategist & Copywriter, RachaelCJones.com 9/2018 – Present

- Contributing writer and content strategist for B2B marketing clients.
- Writing and monitoring social media posts for healthcare and hospitality clients.
- Advising on the development of content strategies and providing ideas for engaging audiences.
- Proofreading and editing client content for highest standard of quality.
- Reconstructing client website content and sitemaps for improved user experience and site functionality.

Content Manager, Goldman Marketing Group, Burbank, CA 2/2018 – 9/2018

- Developed and oversaw content calendars for 25+ clients in healthcare, beauty and hospitality industries.
- Managed team of 3 freelance writers in the creation of all web site, email, and marketing content.
- Reviewed and approved 50+ content items per month for accuracy and consistency with client goals.
- Collaborated closely with SEO, Web, Design, and Social Media managers to develop strategies to drive traffic to the website more effectively and increase conversions (appointments booked).

Senior Content Strategist, Goldman Marketing Group, Burbank, CA 12/2016 – 2/2018

- Coordinated with clients throughout content creation and approval process.
- Proofread and edited 50+ content items by in-house and freelance writers for 25+ clients.
- Published and optimized all content for 10 WordPress websites, each with 100+ pages
- Reviewed live websites and optimized content according to current SEO strategies.

Content Strategist, Goldman Marketing Group, Burbank, CA 07/2015 – 12/2016

- Researched and wrote original content for 25+ clients in the medical industry for web, print, and social media.
- Maintained a high standard of quality by proofreading and editing in-house content.
- Worked with the SEO department to implement best search engine optimization strategies.
- Posted and optimized content for +25 clients via WordPress websites and other platforms.

Blog Manager and Copywriter, SLS Consulting, Pasadena, CA 04/2013 – 07/2015

- Researched, wrote, and edited 35+ legal web pages, blogs, and press releases per month.
- Created and delegated writing assignments to in-house and contract writers.
- Collaborated with SEO department to optimize website traffic growth and click-through-rates.
- Reviewed and revised campaign web pages on a monthly basis to improve SEO performance and user experience.

Professional Skills

Proficient: MS Office (Word, Excel, PowerPoint), WordPress, AP Style, Google Sheets, Social Media Platforms

Experience: HTML, Google Analytics and Adwords, SEO, Pay-Per-Click Ads, Nikon D3300 DSLR camera

Education

University of California, Irvine, Bachelor of Arts in English 12/2010
GPA: 3.5 - Dean's Honor, Phi Beta Kappa

Mt. San Antonio College, Major: English 06/2008
GPA: 3.7 - President's Honor, Honors Certified

Volunteering

- San Gabriel Valley Humane Society, Volunteer Pet Profile Writer, Photographer, Dog Walker
- United States Holocaust Memorial Museum, Member, Former Visitor Services Intern