

# Emily Johnson

## Content Writer

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📍 New York, USA

🌐 <https://www.emilyjohnson.com/portfolio>

## Summary

Highly skilled and experienced Content Writer with a strong background in creating engaging and informative content for various industries, including a proven track record of increasing website traffic by 25% through targeted blog posts and improving social media engagement by 50% through compelling content.

## Experience

### Senior Content Writer

Jan 2020 - Present

#### Proven Content Solutions

New York, USA

Create high-quality, engaging content for clients across various industries, including technology, healthcare, and finance.

- Conducted thorough research on assigned topics to create well-informed and engaging content
- Developed and implemented a content strategy that resulted in a 30% increase in website traffic
- Collaborated with the design team to create visually appealing and informative blog posts
- Edited and proofread content to ensure accuracy, clarity, and consistency
- Utilized SEO techniques to optimize content for search engines, resulting in a 25% increase in search engine rankings

### Content Writer

Jun 2018 - Dec 2019

#### Content Creators Inc.

Los Angeles, USA

Wrote and edited content for various clients, including blog posts, articles, and social media posts.

- Researched and wrote high-quality content on a wide range of topics, including technology, lifestyle, and entertainment
- Conducted interviews with subject matter experts to gather information and insights for content
- Utilized social media platforms to promote content and engage with audiences, resulting in a 50% increase in social media engagement
- Collaborated with the marketing team to develop and implement a content marketing strategy
- Analyzed analytics to track content performance and made data-driven decisions to improve content

## Education

### Bachelor of Arts

Sep 2014 - May 2018

University of California, Berkeley

Berkeley, USA

English

3.5/4.0

## Publications

### The Impact of Social Media on Society

2020

An in-depth analysis of the effects of social media on modern society, including its impact on mental health, relationships, and social norms.

## Skills

- Content Writing
- SEO
- Social Media Marketing
- Editing and Proofreading
- Research and Analysis
- Communication and Collaboration

## Languages

English	Native
Spanish	Fluent

## Certificates

### Certified Content Writer 2019

#### Content Writers Association

A certification program for content writers, covering topics such as content strategy, writing techniques, and SEO.

## Hobbies

Reading

Writing

Traveling

## Strengths

### Creativity

Ability to think outside the box and come up with innovative ideas and solutions.

### Attention to Detail

Strong attention to detail, ensuring accuracy and quality in all work.

### Communication

Excellent communication skills, both written and verbal, with the ability to work effectively with clients and teams.

