Naomi Castellanos

FREELANCE WRITER

Portland, OR (503) 555-0182 naomi.castellanos@email.com linkedin.com/in/naomicastellanos

SUMMARY

Freelance writer with 6 years of content writing experience, the last 3 self-employed producing blog posts, case studies and white papers for 22 software and healthcare clients. Handles research, interviewing, SEO writing and editing in-house, and turns in publish-ready drafts in WordPress on deadline.

SKILLS

Content Writing • SEO Writing • Editing • Proofreading • AP Style • WordPress • Research • Interviewing

Content Strategy • Time Management

EXPERIENCE

Freelance Writer 04/2023 - Present

Naomi Castellanos Writing (self-employed) Portland, OR

Self-employed writer producing long-form content for B2B software, healthcare and finance clients.

- Write 12-15 long-form blog posts a month for **22** B2B clients, with 90% of drafts approved after one revision round.
- Draft case studies from customer interviews; 30+ published studies now support client sales teams in late-stage deals.
- Optimize every article through keyword research and SEO writing; 14 posts reached Google's first page for target terms.
- Manage the editorial calendar, contracts and invoicing for each client, meeting 98% of deadlines across 400+ assignments.

Staff Writer 07/2020 - 03/2023

Cascade Trade Media Portland, OR

B2B publisher of four trade magazines covering construction and manufacturing.

- Reported and wrote 8 feature stories a month for print and web editions reaching **60,000** subscribers.
- Interviewed engineers, executives and plant managers, turning technical detail into clear copy that followed AP Style.
- Copyedited contributor submissions with an eye for proofreading, cutting post-publication corrections by 25% in two years.
- Built and scheduled stories in WordPress and rewrote newsletter copy, lifting email click rates from 3.1% to 4.6%.

EDUCATION

Bachelor of Arts 06/2020

Portland State University Portland, OR

English

CERTIFICATES

Content Marketing Certification 02/2024

HubSpot Academy