

Andrew Goodluck

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## SEO Content Writer

Dynamic SEO Content Writer with over 8 years of experience in crafting high-impact, data-driven content strategies that boost organic traffic by 150%. Expert in keyword optimization, AI-driven content creation, and user engagement. Proven leader in driving cross-functional teams to achieve top-tier search rankings.

### WORK EXPERIENCE

#### SEO Content Writer

10/2023 – Present

##### RankGenius

- Led a cross-functional team to revamp the company's content strategy, increasing organic traffic by 45% and boosting conversion rates by 30% within six months.
- Implemented AI-driven keyword analysis tools, reducing content production time by 20% and enhancing keyword relevance, resulting in a 25% increase in search engine rankings.
- Developed and executed a comprehensive content audit, identifying and optimizing underperforming pages, which contributed to a 50% increase in page engagement metrics.

#### SEO Specialist

05/2021 – 09/2023

##### SEOWrite

- Managed a team of junior writers, providing mentorship and training on SEO best practices, leading to a 40% improvement in content quality and search visibility.
- Orchestrated a successful content marketing campaign that generated \$100,000 in new business revenue, leveraging data-driven insights and strategic partnerships.
- Introduced a content calendar system that streamlined workflow processes, reducing project turnaround time by 15% and improving team productivity.

#### SEO Specialist

08/2019 – 04/2021

##### ContentRise

- Crafted high-quality SEO-optimized articles that increased website traffic by 25% over a three-month period, utilizing emerging SEO trends and techniques.
- Collaborated with the marketing team to develop engaging blog content, resulting in a 20% increase in social media shares and audience engagement.
- Conducted competitive analysis to identify content gaps, leading to the creation of targeted content that improved search rankings for key industry terms by 10%.

### SKILLS & COMPETENCIES

- SEO Content Strategy Development
- Technical SEO Content Optimization

- Search Intent Analysis & Content Mapping
- Content Performance Analytics
- E-A-T Framework Implementation
- Competitive Content Gap Analysis
- Conversion-Focused Content Architecture
- Google Search Console
- Semrush
- Screaming Frog
- Google Analytics 4
- Surfer SEO
- AI-Assisted Content Optimization

#### EDUCATION

Bachelor of Science in Business Administration

2016 - 2020

San Jose State University

San Jose, CA

- Marketing
- Computer Science