

# Alexis Turner

## All-In-One SEO Specialist

All-In-One SEO Specialist with 9+ years optimizing content and campaigns across finance, B2B, SaaS, travel, lifestyle and many more sectors. I blend data-driven SEO tactics using Semrush, Ahrefs, and Google Analytics with creative content development, boosting organic traffic by up to 30% and conversion rates by 20% while leading high-performing teams.

### WORK EXPERIENCE

#### **FREELANCE CONTENT WRITER** 2016 – Present Self-Employed, Remote

- Written SEO-optimized content for over 30 clients across various industries, including finance, travel, and lifestyle.
- Collaborated with clients to develop brand voice and content guidelines, ensuring consistency across all channels.
- Created engaging articles and landing pages, contributing to an average 20% increase in conversion rates for clients.
- Managed multiple projects simultaneously, consistently meeting deadlines and maintaining high client satisfaction ratings.

#### **SOCIAL MEDIA SEO MARKETER** 12/2024 – 04/2025 Metricool, Remote

- Optimized SEO strategies using Semrush and Ahrefs for increased organic traffic.
- Created evergreen content and optimized outdated articles daily.
- Managed comprehensive SEO and PPC campaigns for diverse client portfolios, consistently optimizing performance metrics through data-driven analysis and strategic implementation of industry best practices
- Analyzed user behavior with Google Analytics to enhance social media campaigns.

#### **SEO CONTENT WRITER** 01/2022 – 01/2023 Clickup Agency, Remote

- Increased organic search traffic by 30% through strategic SEO initiatives and content optimization.
- Improved social media engagement by 25% through targeted audience development and content strategy.
- Led cross-functional collaboration between marketing, development, and client teams to identify opportunities and implement solutions that drove measurable ROI across search marketing initiatives
- Managed a content team that produced 900+ articles and blog posts per month, driving a 15% increase in website traffic.

#### **SEO BRAND CONTENT MANAGER** 01/2021 – 10/2022 InfluencerSEO

- Collaborated with the SEO team to enhance content for search engines, resulting in improved organic search rankings.
- Performed keyword research and analysis to identify new content opportunities and optimize existing content for improved search engine rankings.
- Led the creation of 20+ marketing campaigns resulting in a 10% growth in the email subscriber base.
- Crafted SEO affiliate blog content for hot brands like Miss American Made and Kelly in the City

### EDUCATION

#### **Bachelors in Business Communications**

Oakland University 09/2009 – 03/2013

### SKILLS

Keyword Research  Content Creation  Google Analytics  Semrush  Ahrefs  WordPress  Yoast!  Screaming Frog  Asana  Slack  Canva  Client Management

*How I use AI:* I will NEVER rely on AI generated content. But, AI tools are my right-hand when researching and brainstorming.