

JEREMY COLLIER

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SUMMARY

Digital Content Marketer and SEO Copywriter with six years of experience in managing and creating content. Combines a passion for the written word and storytelling with experience across many industries to develop highly consumable blog articles, emails, UX/UI, manuscripts, print, podcasts, and more. Excels at creating and managing high-impact, SEO optimized content for both a B2B and B2C audience. Brings high morale and a great attitude with team management experience, a passion for learning, and a love of helping others.

AREA OF EXPERTISE

Content Management • Content Marketing • Copywriting • Search Engine Optimization (SEO) • Social Media Growth
Storytelling • Email Newsletters • Web Development (HTML/CSS/CMS) • eBook/Print Publishing • Team Management

PROFESSIONAL EXPERIENCE

Beings In Outerspace | Remote

Content Manager & Web Master

April 2018 – Present

Oversee all blog content and eCommerce website. Had the opportunity to work with the founder of this small start-up to help make his ideas come to life.

- Increased site traffic by 300% over 2 years using SEO best practices
- Helped to boost revenue by 500% year over year

HS2 Academy | Cupertino, CA

Editor & Counselor

Aug 2019 – Present

Worked as an in-house editor where I provided both individual and group feedback on admission essays (both content and line edits). I also ran multiple group workshops (between 2-8 students) daily and provided additional help as needed.

- Edited and provided feedback on 4,000+ words daily across multiple topics and formats.
- Led one-on-one and group workshops to develop and refine content.
- Worked with councilors and specialists to ensure consistency in voice and style.

COLORADO TECH TEAM | Remote

Content Manager & SEO Copywriter

Dec 2017 – Aug 2019

Helped small companies get their content written and edited with search engine optimization in mind. Managed, wrote, and edited SEO content for many industries, ranging from tech and hot tubs to mental health and home improvement.

- Created B2B and B2C SEO articles for internal and client use resulting in higher rankings and increased leads.
- Oversaw internal UI/UX and blog articles for Colorado Tech Team leading to a 15% monthly CTR increase.
- Executed website and article edits for optimization leading to an increase of 15-30 second avg. time on page.

GUMMICUBE | San Jose, CA

Marketing Associate, Content Manager, & SEO Specialist

Dec 2017 – April 2018

Hired as a copywriter, my role quickly evolved. In charge of content (internal/external), as well as SEO for clients. Helped to grow Gummicube's SEO ranking and incoming traffic from multiple sources.

- Overseen content across multiple publishers, including SEO keyword research, writing/editing, and workload distribution.
- Performed full SEO site audits for major clients with detailed reports and recommendations for growth leading to an average 150% increase in traffic after the first month

EXPERIENCE (cont)

A WRITER'S STRUGGLE | Remote

Content Manager & Editor

Oct 2015 – Sept 2017

Part of a small team of content creators. Wrote content aimed at other writers on topics that ranged from Microsoft Word tips and tricks to how to publish an eBook on Amazon. This position solidified my passion for helping others through content.

- Produced 2-3 SEO articles weekly on a variety of topics around copywriting and fiction writing leading to a 200% increase in site traffic year over year.
- Worked with a team of writers and editors to manage the CMS, as well as promote articles on social media.

SPD STORYSTUDIO | Remote

Content Marketer, Editor, Consultant

2013 – Present

Co-created SPD StoryStudio with the mission to help storytellers who are just starting out avoid being taken advantage of or scammed. Helped many writers at different aspects of their careers realize the dream of publication.

- In charge of all content and optimization, including blogs, podcast, and email newsletter.
- Created and manage all associated websites and social network accounts with over 10,000 followers combined.
- Managed a team of 5-8 copywriters, editors, and social media managers.

FREELANCER | Remote

Copywriter, Editor, & Web Designer

2013 – Present

Worked with many clients in different spaces with a focus on content and web design. Helped to jump-start content marketing and develop websites for start-ups. Written and edited both long- and short-form content and manuscripts.

- Produced SEO articles, white pages, case studies, product descriptions, eBooks, and more for growth.
- Edited both fiction and non-fiction content for new and veteran authors and business owners.
- Built websites for a variety of clients using HTML/CSS, WordPress, Wix, Squarespace, and other CMS.

EDUCATION & CERTIFICATES

- **Certificate in Digital Marketing** | UC Berkeley 2021
- **Email Marketing** | Hubspot 2021
- **Inbound Marketing** | Hubspot 2021
- **Bachelor of Arts, English** | National University, La Jolla, Ca.