

Alyssa Davis

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SKILLS

Content Writing • Copy Writing • Search Engine Optimization • Editing & Proof Reading • Research Fact Checking • Content Development & Strategy • Content Management Systems • Google Analytics

EXPERIENCE

Freelance Writer

January 2016-Present

Specializing in home, lifestyle, fashion, beauty, wellness, and entertainment content with bylines in *Architectural Digest*, *Decidedly*, *The Everygirl*, *The List*, *SheKnows*, *Spoon University*, *StyleCaster*, *USA Today*, *Vulture*, and *Well+Good*

- Conceptualize and pitch articles based on research of current news, trends, and audience interests
- Write original, well-researched articles in an informative, trustworthy, and friendly tone
- Optimize content using SEO best practices to boost ranking across search engines
- Proofread, edit, and publish content to guarantee error-free pieces
- Follow brand tone, guidelines, and editorial strategy to ensure overall goals and metrics are achieved
- Source images cohesive with brand look and feel as visual accompaniments to written content, occasionally providing original photography

Quality Team Editor

Better Homes & Gardens, *Martha Stewart*, and *Southern Living*

April 2024-Present

- Edit and update published articles to improve SERP ranking among competitor content
- Improve article optimization, readability, quality, originality, and depth
- Revise content without compromising the original topic, keywords, or project instructions
- Perform necessary research and fact-checking to ensure content is accurate and soundly sourced
- Adhere to brand voice and style guides

Digital Media Specialist

Monroe County YMCA

August 2018-March 2021, October 2024-Present

Visit Bloomington

March 2021-September 2022

- Write and edit copy for website, blog, print catalogs, annual reports, print and digital ads, e-newsletters, social media, billboards, radio ads, press releases, brand campaigns, and more
- Manage website copy updates and additional maintenance via CMS and CRM
- Conceptualize and write blog content based on gaps in existing content and keyword search volume
- Interview key stakeholders to provide testimonials and quotes in blog, website, and print content
- Collaborate with colleagues to develop content that appeals to audience needs, promotes brand mission, and shapes community culture
- Communicate in brand voice across all platforms

EDUCATION

Indiana University

Bachelor of Arts in English Composition

Public & Professional Writing Concentration

Marketing Minor

Bloomington, Indiana

August 2014-May 2018