

EMMA BOLAN

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SUMMARY

Thoughtful content creator bringing 7+ years of experience eager to tackle problems in new ways; deadline-driven professional equipped with a unique set of skills, allowing for deep dives into research; seasoned SEO writer with a track record of creating copy enhanced for consumers while keeping true to brand voice and tone. Flexible self-starter skilled in maintaining important company processes; experienced in collaborating with designers and developers to put together a page with user experience at the forefront; independent yet collaborative and approachable problem-solver with a desire to learn and be on the cutting edge of SEO trends.

EXPERIENCE

Senior Copywriter (contract) | Creo Collective

July 2022 - Present

February 2022 - Present

- Write various forms of content within clients' style and brand specifications including blogs, event campaigns, customer success stories, web content and more

Freelance Copywriter | EmmaBolan.com

February 2022 - Present

- Create content like SEO-optimized and relevant blogs and social media captions/content
- Collaborate with clients and account managers to ensure content is on brand

Recruiter Support Specialist | Blue Signal Search

August 2021 - April 2022

- Created content in support of recruiting efforts such as submittal write-ups, interview prep documents and resume edits
- Maintained LinkedIn job postings and manage data input into ATS
- Created blogs, web content, recruiter biographies and other content as needed

Senior Copywriter | DOM360

July 2019 - August 2021

- Drove customer engagement and leads across all channels by developing content across media: web, emails/eblasts, video and radio scripts and other materials for multiple businesses
- Enhanced client rankings through keyword research and curated SEO-optimized content
- Upheld department proficiency and standard by training new copywriters and serving as a resource to the entire company for grammar, spelling and wording advice on campaigns

Web Content & Marketing Specialist | DigitalThinker, Inc

November 2018 - July 2019

- Overhauled company website for better user experience and thoroughly researched to ensure the quality of the technical content
- Managed social media content, SEO-optimized content for the website as well as edited past technical blog posts for better readability and clarity
- Collaborated with coworkers to create several detailed and technical RFP documents

Copywriter | DOM360

July 2017 - November 2018

- Wrote for advertisements, web content and social media, constructing SEO-optimized text in AP style
- Ensured content quality throughout the organization by proofreading digital media, advertising layouts and legal disclaimers as well as internal documents
- Collaborated with design partners in the creation of new content pages, eblasts and brand strategy

EDUCATION

Clemson University Bachelor of Arts in English, *Emphasis in Writing and Publication Studies*

SKILLS & PLATFORMS

Microsoft Office Suite | Google Suite | Wix | Asana | Monday | HubSpot | Fireflies.AI | Canva | Figma | Slack