


JENNIFER PERRY


Organic Content Manager and Strategist

CONTACT

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 Salt Lake City, Utah

 jennifer-s-perry.com

EDUCATION

Weber State University

2011-2015

B.A. in English - PTW Emphasis

ACCOMPLISHMENTS

- RFP case study contributions.
- Independent SEO client management (5+).
- DMO SEO growth strategy success.
- University of Utah site overhaul consultation.
- COVID-19 client retention.

SKILLS

- AI: Grammarly, ChatGPT, Gemini, Claude.ai
- SEO: Search Console, SEMrush, GA4, Ahrefs, Technical/On-Page/Off-Page, Strategy, Audits, Keyword Research
- Content: Writing, Copywriting, Editing, Email, Social Media, Content Calendars
- Style Guides: MLA, AP, Chicago
- Other: Strategic Planning, Team Leadership, Project/Client Management, Market/Competitor Research

PROFILE

As an accomplished Content and SEO Manager with almost 10 years of experience, I've developed and executed content strategies across various industries (tourism, retail, finance, etc.) to drive organic growth and SEO improvements. I have a proven ability to manage full-cycle content processes, from strategy to reporting, and lead cross-functional teams. I'm seeking a challenging Content Manager or Senior Strategist position.

WORK EXPERIENCE

CONTENT AND SEO MANAGER

Love Communications

November 2023-Present

- Spearheaded full-cycle content and SEO processes: auditing, analysis, strategy, production, monitoring, and reporting.
- Managed content strategy and execution across diverse verticals.
- Orchestrated cross-team collaborations for cohesive marketing campaigns.
- Developed data-driven topic recommendations for SEO roadmaps.

CONTENT AND SEO SPECIALIST

Love Communications

November 2021-November 2023

- Supported SEO Manager with all aspects of content production: copyediting, outlining, and keyword research.
- Developed client relationships through regular monthly or quarterly reporting.