# Samantha Reyes

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## Professional Summary

Story-driven journalist pivoting into digital content marketing with a strong background in research, SEO, and audience engagement. Skilled in editorial planning, analytics, and content strategy. Completed HubSpot Content Marketing Certification. Passionate about using data and creativity to craft content that connects and converts.

## Key Skills

• SEO Content Strategy
• Editorial Calendar Planning
• Google Analytics & SEMrush
• Content Management Systems (WordPress, Webflow)
• Social Media Writing
• Keyword Research & On-Page Optimization
• AP Style & Brand Voice Adherence

## Certifications

• HubSpot Content Marketing Certification – 2024

• Google Analytics for Beginners – 2023

## Projects

Blog Strategy for Eco Startup

- Developed keyword-based content calendar to drive organic traffic
- Grew blog visits by 60% in 4 months using targeted blog posts
- Collaborated with design team to optimize readability and user flow

Newsletter Revamp – Freelance Client

- Rewrote biweekly email newsletters for engagement
- Increased open rates by 22% through subject line testing and segmentation
- Aligned tone and messaging with brand mission

## Professional Experience

Staff Writer / Digital Journalist

The Daily Metro, New York, NY

Feb 2017 – Oct 2023

- Wrote and edited 1,200+ articles across lifestyle, culture, and tech beats
- Produced SEO-driven content reaching over 500K monthly readers
- Collaborated with editorial and digital teams to deliver multimedia stories

## Education

B.A. in Journalism, New York University

Graduated: 2016

## Tools & Platforms

WordPress · HubSpot · Google Analytics · SEMrush · Canva · Trello