Halei **Lewis**

Alexandria, VA 22314 | 703-258-9063 | haleijen@gmail.com

**Summary**

Multi-talented Content Writer well-versed in research, writing and editing wide range of content. Comfortable working with little oversight to write interesting, clean and clear copy. Skilled in content management systems, online content publishing software and SEO.

**Skills**

|  |  |
| --- | --- |
| * Adobe Lightroom * Adobe Illustrator * Adobe Creative Suite | * Adobe Premiere Pro * SEMRush * Ahrefs |

**Experience**

**SEO Content Writer & Strategist [REMOTE]** **08/2022 to 08/2023**

**Internet Brands** **San Francisco, CA**

* Enhanced website content to optimize SEO and boost organic search visibility, resulting in a remarkable 30% surge in website traffic. Created, edited and published webpages using HTML, CSS and other authoring tools.
* Regularly conducted in-depth keyword research and developed 20-30 SEO-friendly content titles and meta descriptions each week, significantly improving 40% of content visibility monthly.
* Facilitated meetings weekly with the editorial legal team to present keyword research strategies, ensuring alignment between SEO efforts and editorial objectives.
* Producing 20 content briefs weekly, adhering to both SEO and editorial best practices, and contributing to the creation of high-performing content.
* Analyzed and presented Legal Organic Traffic and Leads data to stakeholders bi-weekly, showcasing substantial month-over-month (MoM) and year-over-year (YoY) improvements.
* Achieved an impressive increase of over 40% in website sessions and performance as evidenced in GA4 data.

**Creative Producer [REMOTE]** **10/2021 to 03/2022**

**Recognition Media, LLC** **New York City, NY**

* Effectively collaborated with Executive Director and Senior Producer deliberating entertainment topics for the Telly Awards podcast episodes
* Collaborated with designers, developers and writers to create engaging content.
* Audience engagement increased to over 20% within one month
* Provided expert creative insight with production and technical know-how to evaluate and determine execution design
* Directed the Webby Podcast Team on editorial launch, socials, designs and audio editing
* Developed and implemented system to create more efficient environment for scheduling deadlines
* Managed The Webby Awards Podcast team with recording audio, cultivating research and writing scripts
* Produced 5+ episodes within one month with the increase of 15% of social engagement.

**Broadcast Operations Specialist** **08/2019 to 10/2021**

**Sirius XM radio** **Washington D.C**

* Produces 10+ radio shows daily in traffic system software, providing detailed channel information.
* Managed and organized shows in Zetta engineering software and reported analytics in Jira database system
* Audits with Engineering team's management to develop strategic scheduling, quality control and data entry of program schedules
* Creates imperative commercial breaks, episodic segments, and broadcasting shows to assigned record studios
* Assists in Server infrastructure management, performance monitoring, Operation System upgrades, and troubleshooting through creating documentation through ServiceNow.

**Live Sports Producer** **02/2019 to 08/2019**

**Verizon Digital Media Services** **Ashburn, Virginia**

* Initiated 5+ live streaming events daily on ESPN Watch, SEC Network and FOX
* Coordinated with Associate Director to determine format and flow of program
* Monitored network channels for technical issues, weather conditions and delayed sporting events
* Supported the production process through standard continuity checks, audio-video sync and closed captioning presence
* Created overall event synopsis for coordinating the live production daily
* Captures and records playback issues on network feed.

**Digital Media Analyst** **08/2018 to 01/2019**

**Porter Novelli** **Washington, D.C.**

* Reported to senior level management on vendor performances, business impact and research on 150+ articles daily for Medicare Advantage.
* Constructed targeted media lists for outreach campaigns and events through Content Management Systems for Digital Marketing.
* Manages setting up 10+ interviews weekly of SMT and RMT interviews for CMS.
* Determined key performance indicators and report metrics to the content management team, marketing managers and executives.
* Consolidated new forms of social engagement and measuring the success of both organic and paid social outreach
* Responsible for capturing and recording of meeting details and summary action items.

**Education and Training**

**HTML Essential Training** **06/2022**

LinkedIn Learning

**Bachelor of Communications & Digital Arts** **12/2017**

Liberty University Lynchburg, Virginia

**Websites, Portfolios, Profiles**

* https://haleilewis.wixsite.com/media