JONATHAN PATTERSON

C O N T E N T W R I T E R

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# S U M M A R Y

As a content writer with 3 years of experience, I have a passion for crafting compelling and creative content that engages and informs audiences. My writing style is versatile, and I have experience writing in different tones and styles, ranging from conversational to formal, depending on the target audience. I have strong research skills, which enable me to delve into different topics and create well-informed and authoritative content. I am adept at identifying and analyzing information, and presenting it in a way that is easy to understand and digest.

# P R O F E S S I O N A L S K I L L S

Strong writing skills ***Excellent research abilities*** Fact-checking skills ***Creativity and innovation***

***SEO knowledge with related tools*** Proficiency in content management ***Strong time-management skills***

**W O R K E X P E R I E N C E**

## CONTENT WRITER

Giggling Platypus Co.

( 2019 - Present )

Write and edit articles, blog posts, and social media updates for a variety of clients in the tech, business, and lifestyle niches Conduct research on different topics and provide well-informed insights to engage audiences

Collaborate with clients, editors, and designers to ensure content meets the client's objectives and brand voice Utilize SEO techniques and tools to optimize content for search engines

Manage multiple projects simultaneously and meet tight deadlines.

## COPYWRITER

Thynk Unlimited

( 2017 - 2019 )

Created and edited marketing copy for print and digital media, including brochures, websites, and email campaigns Conducted market research to identify target audiences and develop messaging that resonates with them

Worked closely with clients and account managers to understand their needs and preferences Proofread and edited copy for accuracy, grammar, and consistency

Participated in brainstorming sessions and provided creative ideas for advertising campaigns

## CONTENT SPECIALIST

Studio Shodwe

( 2015 - 2017 )

Wrote and edited product descriptions, user manuals, and other technical content for a leading software company Conducted interviews with subject matter experts and translated technical jargon into plain language

Managed a content library, ensuring accuracy, consistency, and relevance of content

Collaborated with cross-functional teams, including product managers, developers, and designers, to ensure content met the needs of different stakeholders

Developed and implemented a content marketing strategy that increased website traffic and engagement.

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| **E D U C A T I O N A N D C E R T I F I C A T I O N** |  |
| BACHELOR OF ARTS IN ENGLISH  Ginyard International University | ( 2019 - 2022 ) |
| CONTENT MARKETING CERTIFICATION  Borcelle Academy | ( 2019 ) |
| SEO FUNDAMENTALS CERTIFICATION  Fradel and Spies Academy | ( 2017 ) |