

Alyssa Davis

Freelance Writer

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812-679-6936

Ellettsville, Indiana

Resourceful and motivated freelance writer with nearly a decade of experience in crafting engaging, informative, and entertaining copy and creative content. Known for exceptional research and writing skills, detailed editing abilities, and data-backed growth in web traffic metrics.

Work Experience

Quality Team Editor

Better Homes & Gardens

Apr 2024 - Present

- Update published articles to improve SERP ranking among competitor content
- Improve article optimization, readability, quality, originality, and depth
- Revise content without compromising the original topic, keywords, or project instructions
- Perform necessary research and fact-checking to ensure content is accurate and soundly sourced
- Adhere to brand voice and style guides

Freelance Writer

Jan 2016 - Present

Specializing in home, lifestyle, fashion, beauty, and entertainment content with bylines in Architectural Digest, Decidedly, The Everygirl, The List, SheKnows, Spoon University, StyleCaster, USA Today, Vulture, and Well+Good

- Conceptualize and pitch articles based on research of current news, trends, and audience interests
- Write original, well-researched articles that are informative, trustworthy, and friendly in tone
- Optimize content using SEO best practices to boost ranking across search engines
- Proofread, edit, and publish content to guarantee error-free pieces
- Follow brand tone, guidelines, and editorial strategy to ensure overall goals and metrics are achieved
- Source aesthetically pleasing and relevant images as visual accompaniments to written content, occasionally providing original photography

Digital Content Coordinator

Monroe County YMCA, Visit Bloomington

Aug 2018 - Sep 2022

- Wrote and edited copy for website, blog, print catalogs, annual reports, print and digital ads, e-newsletters, social media, billboards, radio ads, press releases, brand campaigns, and more
- Managed website copy updates and additional maintenance via CMS and CRM
- Conceptualized and wrote blog content based on gaps in existing content and keyword search volume
- Interviewed key stakeholders to provide testimonials and quotes in blog, website, and print content
- Communicated in brand voice across all platforms

Core Skills

Copyediting, Content Writing, Copywriting, Search Engine Optimization, Proofreading, Research, Fact-checking, Content Development, Content Strategy, Content Management Systems, Google Analytics, Recipe Development, Social Channels, Communication, Cultural Sensitivity, Attention to Detail, Critical Thinking, Problem Solving, Cross-functional Teamwork

Education

Indiana University

Bachelor of Arts English Composition

Aug 2014 - May 2018