MATTHEW AUCHMUTY

CONTENT MANAGER/EDITOR/ WRITER/SEO

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ABOUT ME

Accomplished writer, editor, and content manager with 7 years of experience delivering SEO-focused content for diverse clients. Led and trained a team of 5 writers, overhauled and built new client websites, and coordinated SEO focused written content. Managed a team effort that successfully boosted organic search traffic by 20% through boosting keyword rankings via a strategic overhaul of on-page SEO and link building.

EXPERIENCE

SEO Content Writer/Editor
Freelance at Site Social SEO, VetLaw, Rainey Chiropractic, Ethos Risk
2024 - 2026

- Authored articles and webpages for diverse clientele, increasing website search rankings by emphasizing SEO best practices
- Edited the copy of other writers to ensure style and formatting adhered to best SEO standards, improving content consistency
- Assessed client websites' SEO and recommended/implemented strategies, resulting in improved search visibility, keyword rankings, CTR, and reduced bounce rates

Content Manager
Dolman Law Group
2021 - 2024

- Hired and trained a team of 5 writers to create copy for Dolman Law Group and associated businesses, increasing content output and quality
- Developed an SEO writing style guide for new writers, standardizing content and improving search performance
- Launched an additional website for Dolman Law Group named LawsuitLegalNews.com to cultivate links and provide a news resource, enhancing client engagement
- Managed multiple projects for different clients and delegated assignments to a writing team, ensuring timely delivery of high-quality content
- Edited multiple writers' assignments for SEO and consistency while providing notes to continually improve their work, raising overall editorial standards

Content Writer/Editor
Dolman Law Group
2018 - 2021

- Authored and edited hundreds of blog posts and webpages for Dolman Law Group and satellite blogs, boosting the firm's search ranking for targeted lawsuit keywords
- Researched keywords using Semrush and Ahrefs and wrote web copy to improve search strength, increasing organic traffic
- Wrote copy for an assortment of marketing materials, including webpage copy, emails, and social media, supporting firm-wide marketing initiatives

Contributing Writer
WGCU Southwest Florida
2017 - 2018

- Authored articles for the WGCU monthly magazine, contributing to publication quality and readership engagement
- Developed journalistic skills in research and interviewing, enhancing article depth and accuracy

EDUCATION

Bachelors Degree in Creative Writing

Florida State University
2012-2015

SKILLS

Writing and Editing

- Blogs
- Ad Copy
- Email Campaigns
- Webpages
- Social Media

Search Engine Optimization

- Auditing
- Link Building
- Technical SEO
- Keyword Analysis
- On-Page SEO
- AEO

Writing Team Management

- Hiring
- Training
- Project Management
- Strategy Development

Application Proficiency

- Ahrefs
- Google Search Console
- SEMrush
- Surfer SEO
- Moz
- WordPress
- Google Trends
- ChatGPT
- Slack
- Ceros
- Monday
- Trello
- Blogspot
- Hootsuite