



Matthew Auchmuty

Writer/Editor/SEO Specialist

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matthewauchmuty.com

About

Senior writer and editor with 7 years of experience in providing engaging and SEO-focused work for a variety of clients.

Primary background in blogging and research. Hired, trained, and led a writing department from scratch and led them through the development of new websites, content overhauls, and marketing campaigns.

Skills



Writing and Editing

- Blogs
- Email Campaigns
- Ghostwriting
- Webpages
- Social Media Management



Search Engine Optimization



Writing Team Management

- Hiring
- Training
- Project and strategy planning



Application Proficiency

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

Education

Florida State University
Creative Writing B.A.

Writing Samples

Viewable on matthewauchmuty.com

Curriculum Vitae

2021-2024 ▶ Lead Writer/Editor

*Dolman Law Group and
LawsuitLegalNews.com*

- Wrote and edited articles, landing pages, guides, social media posts, press releases, etc.
- Developed content generation strategies to bring two new affiliated websites to top 3 rankings for targeted keywords
- Hired, trained, and led a new writing department responsible for reducing website bounce rate by an average of 10%

2018-2021 ▶ Blog Writer

Dolman Law Group

- Researched and wrote on a variety of topics for Dolman Law Group and other associated blogs.
- Developed content with an emphasis on SEO

2018-2024 ▶ Writer/Editor

Site Social SEO

- Freelance writing and editing of articles for clients ranging from law firms to healthcare industries

2017-2018 ▶ Staff Writer

WGCU Southwest Florida

- Article writing for WGCU magazine

2017-2018 ▶ Contributing Writer

CvltNation.com

References

Jordan Pucket - CEO Site Social SEO

Jordan@sitesocialseo.com

Becky Dolman - Dolman Law Group

Becky@dolmanlawgroup.com