



Matthewauchmuty@matthewauchmuty.com



Matthewauchmuty.com

### ABOUT ME

Seasoned 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.

### EXPERIENCE

#### **Freelance Writer/Editor**

Site Social SEO  
2018 - 2026

- Authored articles and webpages for diverse clientele with an emphasis on SEO to boost website search rankings.
- Edited the copy of other writers to ensure style and formatting adhered to the best SEO standards.
- Assessed client website's SEO and recommended/ implemented strategies to improve search visibility, keyword rankings, CTR, bounce rate, etc.

#### **Senior Writer/Editor**

Dolman Law Group  
2021 - 2024

- Hired and trained a team of 5 writers to generate copy for Dolman Law Group and several associated law practices, legal services, and other businesses.
- Developed an SEO writing style guide for new writers.
- Started an additional website for Dolman Law Group named [Lawsuitlegalnews.com](http://Lawsuitlegalnews.com) to cultivate links and provide a news resource for clients.
- Managed multiple projects for different clients and delegated assignments to a writing team.
- Edited multiple writers' assignments for SEO and consistency while providing notes to continually improve their work.

#### **Dolman Law Group**

Blogwriter/ Copywriter  
2018 - 2021

- Authored hundreds of blog posts and webpages for Dolman Law Group and a variety of satellite blogs to successfully boost the firm's search ranking for whatever keywords were associated with new lawsuits.
- Learned to research keywords using Semrush and Ahrefs and write to improve their search strength in web copy.
- Wrote copy for an assortment of marketing materials, including webpage copy, emails, and social media.

#### **WGCU Southwest Florida**

Contributing Writer  
2017 - 2018

- Authored articles for the WGCU monthly magazine.
- Developed journalist skills in research and interviewing.

### EDUCATION

**Bachelors Degree in Creative Writing**  
Florida State University  
2012-2015

### SKILLS



#### **Writing and Editing**

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



#### **Search Engine Optimization**

- Auditing
- Strategic Internal/External Linking
- Keyword Research
- On-Page Element Optimization



#### **Writing Team Management**

- Hiring
- Training
- Project Management
- Strategy Development



#### **Application Proficiency**

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