

Jake Belknap

Content Marketing Manager & Content Strategist * Jake.Belknap@gmail.com * [Professional Portfolio](#)

Relevant Experience:

Digital Content Manager & Copywriter

Dec 2018 - Mar 2022

High Level Marketing

- Researched, wrote, & published informative, SEO-optimized monthly blogs for 35+ clients in various industries including HVAC, Men's Health, Contracting, Law, Dentistry, Finance, etc.
- Wrote persuasive and effective marketing copy for B2C and B2B business websites
- Created content calendars increasing content strategy & inter-departmental collaboration
- Analyzed blog performance then optimized articles to improve ranking - "In month over month comparison, [a dental client] saw an increase of 30% site visits due to blog optimization"
- Investigated, selected, and managed the company's use of a freelance platform and content experts
- Interfaced with account managers, SEO Specialists, freelancers, and external clients
- Optimized Google My Business (GMB) listings and set up Google Analytics accounts
- Created training documents for content marketing, in-house tech use, and SEO updates
- Conducted final website quality assurance ensuring accuracy and functionality of all on-page content, layout, & processes

Writer

Aug 2018 - Dec 2018

City of Dearborn, Department of Public Information

- Wrote press releases, welcome letters, etc. for internal, targeted, & general audiences
- Researched and interviewed city officials to write factually accurate, informative pieces

Content Manager

Jan 2018 - July 2018

Content Kite

- Wrote/scheduled social media & newsletter copy using the tools Hubspot, Buffer, & Wordpress
- Developed a content strategy with clients then briefed writers on content deliverables
- Edited all content from subject matter experts

Middle & High School English Teacher

Aug 2013 - Jan 2017

- Taught daily lessons on grammar, literature, and composition
- Co-authored district-wide assessment of skills for 1,300+ students
- Link Crew Coordinator - co-supervised a student-led mentor program
- Planned and facilitated District-Wide Training for teachers

Education:

Master in the Art of Teaching

May 2012

Johns Hopkins University, Baltimore, MD

Bachelor of Arts: English Literature (Creative Writing)

May 2009

Michigan State University, East Lansing, MI

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Certifications:

[Digital Psychology & Behavioral Design Training](#)

Conversion XL

Exp. Does Not Expire

[Content Strategy and SEO for Lead Generation](#)

Conversion XL

Exp. Does Not Expire

[Applied Neuromarketing](#)

Conversion XL

Exp. Does Not Expire

[Google Analytics for Beginners](#)

Conversion XL

Exp. Does Not Expire

[SEO Driven Editorial Calendar](#)

Conversion XL

Exp. Does Not Expire

[Content Marketing Certified](#)

Hubspot Academy

Exp. Aug 2021

Teacher's Certificate

Department of Education, Michigan

- 6-12 grade English Endorsement

Exp. June 2020