

MATEJA LANE

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CONTENT WRITER – MANAGING EDITOR – FREELANCE WRITER – SEO SPECIALIST

Highly accomplished in the areas of content development and editing, PR writing and distribution, and search engine optimization (SEO). Experienced at supervising and mentoring junior editing and content development personnel as a managing editor. Consistent history of dramatically increasing unique page views (UPVs) and maximizing website traffic. Excellent project management and problem-solving abilities.

Core Competencies:

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|--------------|----------------------|------------------------|-----------------------|
| ✓ Editing | ✓ Project Management | ✓ Managing Freelancers | ✓ SEO Optimization |
| ✓ Publishing | ✓ Advertising Copy | ✓ UX Copywriting | ✓ Process Improvement |
| ✓ Google Ads | ✓ PR Management | ✓ Advertising Copy | ✓ Website Content |

PROFESSIONAL EXPERIENCE

RHINOHUB, Reno, NV

2019-Present

A creative digital marketing firm.

Digital Content Manager

Manage all content projects including site copy creation for client websites, updating blogs, PR creation and distribution, Google Ad management, social media oversight, and keyword research. Support a mix of clients in the manufacturing, dental, real estate, sports, and outdoor industries. Organize and present monthly and quarterly data for clients.

- Improved client site traffic with SEO strategies.
- Effectively managed a variety of content projects including consistent blog writing, Google Ads, and press releases.
- Generated leads using SEO and SEM Google Ad strategies.

SAVY AGENCY, Bend, OR

2018 – 2019

A branding, web design, and digital marketing agency.

Digital Content Writer

Create and improve SEO content for client websites. Perform market research competitive analyses and keyword strategy development. Produce content for blogs and advertisements. Assist clients with brand positioning, site naming, tagline creation, and more. Support a mix of established clients and startup companies in the medical, construction, finance, and retail areas.

- Recognized for improving organic traffic levels for clients via innovative SEO strategies.
- Improved efficiency by creating processes for blog writing and document presentation.
- Enhanced capabilities and business development by introducing SEO optimization.

WIDE OPEN MEDIA, Austin, TX

2014 – 2018

The nation's leading independent publisher, with more than 18 million unique users.

Managing Editor – Wide Open Pets (2016-2018)

Promoted to oversee all editorial functions, SEO, social media management, publishing calendars, and video production for the company's third website, an information and entertainment resource for pet owners. Led

the delivery and posting of articles and videos on events, news, entertainment, and educational topics. Wrote all video scripts. Served as a liaison to senior staff and editorial team.

- Grew site from initial launch to 14.8 million unique page views (UPVs), SEO traffic to 2.3 million UPVs, and social traffic to 1.8 million UPVs by creating effective strategies.
- Supervised seven freelancers that produced more than 4,000 articles in less than two years.
- Enhanced efficiency by creating style documents, article templates, and quiz platforms.
- Prepared all content for the company's social media campaigns and pages.
- Increased recognition and page visits by formulating giveaways and other campaigns.

(Wide Open Media, continued)

Associate Editor & Staff Writer, Wide Open Spaces (2014-2016)

Wrote, edited, and published up to 30 articles per day on topics ranging from recipes to equipment reviews. Performed article and video content sourcing for a team of 14 freelance writers.

- Increased UPVs 50%, to 2.3 million, with numerous personally written articles going viral.
- Monitored SEO keywords and assigned freelance topics to maximize site visits.

EDUCATION

Masters in English Literature, Mills College, Oakland, CA

- Specialization in Russian Literature; thesis - "The salvation of Russia is from the people: Disrupting the Cycle of Underground Characters in Dostoevsky's *The Brothers Karamazov*."
- Participant, Mills Annual Literary Conference - "Economies of Desire: Financial, Political and Inter-Personal Exchanges in Literature."
- Conference Participant - "Re:Vision- Reimagining Theories and Strategies of Teaching Writing."
- Co-taught English course over a semester at Berkeley City College

BA in English Language & Literature, California Polytechnic University, San Luis Obispo, CA

- Minor in Spanish.
- Edited, published, and funded the Cal Poly literary magazine, Byzantium.
- Completed a quarter-long program in Spanish at Universidad de Valladolid in Spain.
- Served as a Peer Tutor. Mentored students in English, including writing and composition.

ADDITIONAL INFORMATION

Computer Skills: MS Office, Adobe Creative, Wordpress, SEM Rush, Moz, Clearscope, Muck Rack, Slack, Buffer, bitly, Google Analytics, Google Ads, Grammarly, Asana, Clickup, Twitter, Facebook, Instagram, Pinterest

Languages: Fluent Spanish, conversational Slovene

Freelance Work: Worked remotely for Wide Open Pets and Rhinohub; Carried out website copyediting for <https://highsurfrescue.com>