

Mateja Lane



Email matejalane@gmail.com

Links

[Website](#)

01 EMPLOYMENT HISTORY

07/2019 — Present

Content Manager at RhinoHub

Reno, NV

- Manage content projects for various clients including writing website/app copy, SEO-optimized blogs, PRs, Google Ads, and email content
- Organize and present monthly and quarterly data reporting, KPIs
- Recognized for improving organic traffic for various clients via innovative SEO strategies and content marketing plans
- Spearhead PR efforts including writing releases, distribution, and nurturing journalist relationships

07/2018 — 04/2019

Content Writer at Savy Agency

Bend, OR

- Created and improved SEO processes and content efforts to increase website traffic for client websites
- Performed market research, competitive analyses, and keyword strategy development
- Built brand guidelines and executed successful creative marketing campaigns

09/2014 — 04/2018

Managing Editor at Wide Open Media

Austin, TX

- Promoted from Associate Editor/Staff Writer for Wide Open Spaces to oversee all editorial functions for Wide Open Pets
- Grew site from initial launch to 14.8 million unique pageviews (UPVs), SEO traffic to 2.3 million UPVs, and social traffic to 1.8 million UPVs
- Supervised 7+ freelancers who helped to produce over 4,000 articles in two years

02 EDUCATION

Sep 2010 — May 2013

Mills College

Oakland, CA

Master's Degree

Sep 2006 — Jun 2010

California Polytechnic State University, San Luis Obispo

San Luis Obispo, CA

Bachelor's Degree

03 SKILLS

Content Writing



SEO



Editing



Highly Organized

