



# HANNAH MASON

## DIGITAL MARKETING

### Certifications

Google Analytics  
HubSpot General SEO  
HubSpot Social Media

### EXPERIENCE

#### CONTENT SPECIALIST


- Blue Interactive Agency **December 2022-Present**
- Extensively researches SEO targeted keywords based on the clients' target demographic and business type using SEMRush
  - Writes and publishes SEO-targeted keywords blogs and landing pages
  - Writes press releases
  - Refreshes low-ranking content by adding keywords and interlinking
  - Optimizes blogs and pages by indexing them in Google Search Console
  - Monthly reporting on five clients to check the monthly performance of content by looking at Google Analytics organic traffic and Google Search Console for the position of keywords that the client is ranking for

#### FREELANCE WRITER

- Word Agents **June 2022-Sept 2022**
- Determined and implemented SEO keywords to enhance article readership
  - Extensively researched clients to ensure their satisfaction with the product and article topics to ensure its accuracy
  - Prioritized projects in order of deadlines and effectively managed my time to ensure all projects were complete without delay
  - Worked well in a team and amenable to constructive criticism to ensure the best product was provided

#### SOCIAL MEDIA INTERN

- Think Integrated **Jan 2022-May 2022**
- Wrote Instagram and Facebook captions for clients
  - Made Instagram story content
  - Researched competitors, hashtags, and partnerships for clients
  - Wrote blogs for clients
  - Managed the social medias of clients by making sure comments were answered

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### EDUCATION

#### BACHELOR OF ARTS

University of Central Florida  
Advertising and Public Relations  
2022

### SKILLS

- Microsoft Office (Word, Excel, PowerPoint, Teams)
- Planoly
- SEMRush
- AP Style
- Technical and SEO Writing
- Slack
- Zoho
- Adobe Acrobat
- Airtable
- Sprout Social
- Canva
- WordPress
- GTMetrix
- Google Search Console