

MICHAEL DAVIS

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PROFESSIONAL SUMMARY

Strategic and results-driven SEO Content Manager with over 15 years of experience creating high-performing content strategies for both B2B and B2C brands. Proven expertise in leveraging AI tools to optimize content creation, improve SEO rankings, and drive organic traffic. Strong leadership skills with a track record of successfully managing cross-functional teams and improving content efficiency. Adept at analyzing content performance and implementing ROI-focused strategies.

WEBSITES, PORTFOLIOS, PROFILES

- [Portfolio Website](#)
- [LinkedIn](#)

SKILLS

SEO & Content Strategy

- SEO (On-page, Off-page, Technical SEO)
- Keyword Research (Ahrefs, SEMrush)
- Content Strategy Development
- Conversion Rate Optimization (CRO)
- A/B Testing and Performance Analysis

Content Management & Creation

- WordPress, Shopify, Wix, and other CMS
- Content Calendar Management
- Content Editing (AP, CMS, APA, MLA)
- B2B/B2C Copywriting

Analytics & Reporting

- Google Analytics
- SEO Performance Tracking & Reporting

Project Management & Communication

- Asana, Basecamp, Wrike, WorkFront
- Team Leadership & Collaboration

Web Development & Design

- .html, .css, .js, node.js, bootstrap
- Final Cut Pro X
- Python

WORK HISTORY

SEO CONTENT MANAGER 08/2021 to Current

Lamark Media, Boca Raton, FL

- Achieved a 30% department cost reduction by implementing freelancers.

- Developed a comprehensive content calendar for consistent publishing, achieving 100% on-time deliverables.
- Managed a team of in-house and freelance writers, ensuring timely delivery of high-quality articles and blog posts.
- Conducted thorough research to produce accurate, informative, and relevant content related to multiple industries.
- Edited and proofread all written materials, maintaining a high standard of grammar and style consistency.
- Worked closely with design team to create visually appealing graphics that complemented written content.
- Established protocols to detect copyrighted and AI generated materials.

SEO CONTENT DIRECTOR 01/2018 to 08/2021

On the Map Marketing, Miami, FL

- Managed a diverse team of writers and editors, fostering a collaborative work environment for optimal creativity.
- Enhanced content quality by implementing editorial guidelines and overseeing the team's adherence to standards.
- Led brainstorming sessions for innovative content ideas, resulting in unique campaigns and higher audience engagement.
- Implemented SEO best practices within all content to increase organic search traffic and visibility on search engines.
- Delivered 300,000 words of content per month by delegating drafting and editing tasks. 98% of content pieces were accepted with no edits.

CHIEF CONTENT EDITOR 05/2011 to 06/2016

Strategic Legal Web, Boynton Beach, FL

- Enhanced overall content quality by proofreading, editing, and revising articles for accuracy and clarity.
- Streamlined editorial workflow by implementing efficient processes for content submission and review.
- Improved reader engagement by curating relevant and compelling content across various platforms.
- Collaborated with writers to develop strong, engaging pieces that resonated with target audiences.

EDUCATION

B.A. in Finance and English
University of Miami - Coral Gables, FL

PUBLICATIONS
WRITING

- Drunkinamidnightchoir.com: Contributor and Editor (2014-2019)
 - Wordsmoker.com: Contributor and Editor (2009-2012)
 - Nothinggoingonhere.com (creative blog)
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