

# ALEXANDER JAMES TWIST

Target Role: Copywriter, Content Writer, SEO Content Associate

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*"Utilizing Vast Journalism and Digital Marketing Experience to Provide High-Quality Content."*

A highly motivated, detail-oriented journalist with demonstrated analytical competency and experience in the sportswriting sector. Showcase excellent written and verbal communication skills in conducting high-quality research and interviews. Proactive and collaborative in researching topics thoroughly before writing to ensure the accuracy and completeness of the information. Utilize profound experience in using SEO principles to improve the quality and quantity of website traffic to a web page from search engines. Adhere to deadlines set by the editor or publications team promoting published articles through social media or other channels. Prepare well-structured drafts while proofreading and editing blog posts prior to publication.

## CORE EXPERTISE

Editing | Search Engine Optimization (SEO) Knowledge | Journalism | Sports Writing | Web Content Writing | Multimedia | Social Media | Interviewing | Blogging | Research Skills | Excellent Writing & Proofreading Skills | Creativity | Verbal and Written Communication Skills | Problem-Solving Skills | Analytical Skills | Organizational Skills | Attention to Detail | Time Management

*Technical Skills: WordPress, Adobe Photoshop, Adobe Premier, Canva, Microsoft Suite (Word, Excel, PowerPoint)*

## PROFESSIONAL EXPERIENCE

### Bright Pink Agency ♦ Contract ♦ Remote

#### Content Writer

07/2024 – Present

- Write, proofread, edit blog content for national restoration company
- Conduct keyword research and analysis to guide content creation.

### Simply The Best Digital Marketing ♦ Full-Time ♦ Boca Raton, FL

#### SEO Specialist

02/2024 - 07/2024

- Optimize website content for maximum visibility and ranking in the major search engines.
- Conduct keyword research and analysis to guide content creation.
- Develop and implement SEO strategies to improve search engine rankings and drive traffic.

### Elite Strategies ♦ Internship/Contract ♦ Boca Raton, FL

#### Content Writer

07/2023 - 02/2024

- Contributed to Fantom Sports' website by writing and editing various articles focused on weekly sports stories.
- Acquired extensive knowledge of SEO and amplified the website's visibility for search results.

### Fantom Sports Industries ♦ Contract ♦ Remote

#### Contributing Writer

07/2022 - Present

- Contributed to Fantom Sports' website by writing and editing various articles focused on weekly sports stories.
- Acquired extensive knowledge of SEO and amplified the website's visibility for search results.

## EDUCATION

Bachelor of Arts in Journalism, Concentration: Sports and Media, University of Florida – Gainesville, FL, December 2022

## LICENSES & CERTIFICATIONS

[SEO](#), HubSpot Academy | February 2024

[SEO II](#), HubSpot Academy | February 2024

[Google Ads – Measurement](#) | January 2025

[Google Ads Search](#) | January 2025