

# Buddy Blouin

Results-driven SEO Content Writer proficient in keyword research, technical SEO, content strategy, and performance analysis using tools like SEMrush, Google Analytics, and WordPress.

Humble, TX  
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## EXPERIENCE

### JumpCrew, Nashville, TN — SEO Content Writer

Apr 2022 - May 2025

- Increased targeted organic traffic by 1000% through strategic keyword and competitor research using SEMrush and Google Search Console
- Wrote, edited, and optimized over 700 SEO-driven content pieces to improve rankings and user engagement
- Managed editorial calendars while producing 1,800–2,100 words daily, focused on military-centered content
- Performed technical SEO audits, enhancing site structure, crawlability, and metadata
- Collaborated with design and dev teams to align content with business objectives

### The Go Solution, Houston, TX — SEO Content Writer

Mar 2020 - Sept 2021

- Delivered optimized content for 70+ clients, including DISH Network, Allstate, and AT&T, improving online visibility
- Conducted keyword and audience research to craft relevant, high-performing content
- Uploaded and formatted content in WordPress
- Developed blogs, landing pages, and service pages that contributed to lead generation

### Visibly Connected, Humble, TX — Digital Marketing Specialist

Jan 2019 - Jan 2020

- Created blog and social content for 15+ clients across legal, finance, and home service industries
- Applied SEO best practices in content planning, writing, and auditing
- Managed editorial calendars and collaborated with internal teams on marketing campaigns
- Executed Facebook and Google ad campaigns, leveraging A/B testing and analytics

## SKILLS

Content Writing and Editing

Storytelling

Copywriting

Content Calendars

Keyword Research

On-Page SEO

Technical SEO

Internal Linking

Local SEO

Meta Optimization

Site Audits

SEMrush

Ahrefs

Google Analytics

Google Search Console

Screaming Frog

WordPress

Sanity

Google Ads

Meta Ads

HubSpot

Microsoft Office

Google Workspace

Campaign Management

Inbound Marketing

Social Media Strategy

Email Marketing

## EDUCATION

### **Nicholls State University, Thibodaux, LA — *Bachelor's***

Aug 2009 - Dec 2013

Major: Management

Minor: Marketing

Data Interpretation

Deadline and Workflow  
Management

Effective Writing

Keyword Optimization

Keyword Research

SEO Proficiency

Search Engine Marketing

## CERTIFICATIONS

Google Analytics Individual  
Qualification

Google Analytics Certification

Google Ads Search  
Certification

Google My Business  
Certification

HubSpot Inbound Marketing  
Certification

HubSpot Social Media  
Marketing Certification I

HubSpot Social Media  
Marketing Certification II

HubSpot Email Marketing  
Certification

HubSpot Marketing Hub  
Software Certification

HubSpot Digital Marketing  
Certification

HubSpot Content Marketing  
Certification

HubSpot SEO Certification I

HubSpot SEO Certification II

## LANGUAGES

English