

# **SAMUEL D'AMICO**

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## **CONTENT WRITER, AND COPYWRITER**

### **SUMMARY**

Skilled, self-motivated, and experienced writer with over a decade of content creation, SEO, and analytics resulting in increased website traffic, consistent top-tier organic search results on Google, client acquisition, and revenue growth. Seeking to apply SEO, copy, and content writing skills as a freelance or staff writer. Remote work is preferred.

### **SKILLS**

- On page SEO
- Direct Response Copywriting
- Online and email marketing
- Original content ideation/creation
- Adaptable writing tone and style
- Collaborative

### **WORK EXPERIENCE**

#### **Content Writer, Copywriter**

15+ years

Sam D'Amico Photography, Washington, DC

- Optimized keyword strategy for consistent top-ranking Google searches
- Created SEO-rich sales pages, product descriptions, instructional content, and blog posts, resulting in top-of-page SERP
- Acquired, engaged, and converted leads through email marketing and consistently maintained open rates of 50 percent or more

#### **Content Writer and Copywriter**

2022

Better Content Matters, Marquette, MI (remote)

- Created original content for a variety of businesses on deadline
- Applied on-page SEO skills and tools using Yoast and Semrush

#### **Content Writer, Copywriter, and Consultant**

2021 - 2022

Park Regent-DC Tenant Association, Washington, DC

- Wrote the membership recruitment letter, resulting in the required number of tenants needed to form a tenant association
- Consulted with the association president to create an informational WordPress website serving as a way to join the tenants' association and pay an optional membership fee.

Content Writer, Copywriter, and Consultant,

2020

#### Park Regent Apartments, Washington, DC

- Collaborated with the property manager to create a public-facing SEO-rich WordPress website for a 96-unit apartment building, resulting in increased queries about renting

#### Content Writer

10+ years

Various editorial publications, Local and National

- Provided accurate and concise caption information and story summations while working as a photojournalist
- Collaborated with writers to develop stories around pictures I produced and pictures around the stories they produced

### **EDUCATION**

- School of Visual Arts, New York, NY
- International Center of Photography, New York, NY
- Middlesex County College, Edison, NJ