

# Austin M. Letorney

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Experienced SEO and creative copywriter and marketing associate with a proven track record of crafting impactful content to drive B2C engagement. Adept at seamlessly blending SEO strategies with creative writing to produce highly optimized content with analyzing skills to further audience engagement and conversion. With a strong background in start-up environments, I excel in multitasking, managing diverse marketing assets, and effectively communicating with cross-functional teams and higher-level management.

## PROFESSIONAL EXPERIENCE

**Brand Social Scriptwriter**, *MacroActive*, New Zealand (Consultant, Remote) Feb 2023 to Present

- Collaborate with CRO to enhance his personal brand.
- Research and leverage trending topics with client objectives to develop compelling short-form social media scripts, resulting in increased audience engagement and brand visibility.

**Staff Writer, Health**, *Hone Health*, New York, NY Jun 2022 to Feb 2023

- Researched and executed in-depth, SEO-driven articles and marketing assets for the independent editorial *The Edge* to increase target audience engagement and enhance brand awareness (18 articles per month).
- Collaborated cross-functionally with stakeholders to create engaging social media content, write persuasive website and email marketing copy, and operate one of four weekly newsletter campaigns distributed to an audience of over 40,000 subscribers.
- Established winnable keywords with SEO tools (Ahrefs) and tracked performance via Google Analytics and Google Search Console to optimize conversion efficiency and drive product sales.
- Interviewed renowned thought leaders and specialists in the field of medicine to inform article subject matter and establish brand credibility.
- Executed content calendar and strategy with Editorial Director, aligning themes and messaging across written content, campaigns, and social media to clearly define brand objectives.

**Staff Writer**, *Generation Iron Fitness Network*, New York, NY Aug 2020 to May 2022

- Crafted and curated engaging, SEO-optimized feature articles and news stories on a daily basis to enhance website visibility, drive higher traffic, and boost affiliate-driven sales.
- Authored compelling copy including emails and newsletters, social media, web and landing pages, and film press releases to drive sales, grow target audience, and promote film premieres.
- Strategized with the SEO team to pinpoint keywords that effectively achieve brand objectives to optimize conversions and further drive sales.
- Produced on-camera reviews and fitness content to increase product sales and build trust between consumers and brand.

**Content Marketing Coordinator**, *Valnet, Inc.*, Montreal, Canada (Remote) March 2020 to Aug 2020

- Collaborated with senior leadership to pitch, write, and edit articles for ScreenRant.com and TheThings.com, employing SEO strategies to enhance engagement and optimize articles for maximum impact.
- Researched facts for upcoming news stories and investigative articles related to entertainment, film, and television for accuracy while adhering to tone and voice.
- Maintained up-to-date strategies on the latest entertainment trends using social media and other outlets to bring fresh ideas to encourage new viewers.

## SKILLS

**Technical:** Microsoft Office, WordPress, Elementor, SEO (Ahrefs tools), Asana, Slack, Google Docs, Slides, Sheets (VLookups, PivotTables), Forms, AI Language Learning Models

**Creative:** Canva, Adobe Suite (Photoshop, Acrobat PDF), Final Draft 12

**Marketing Tools & CRM:** Customer.io, Mailchimp, SurveyMonkey

## **EDUCATION**

**Hobart College, Geneva, NY**

*B.A. International Relations, emphasis in Global Security and Diplomacy*

Fall 2015 Semester at Universidad de Sevilla in Seville, Spain

## **NCAA LEADERSHIP**

**United States Under-23 National Rowing Team, Team Member**

**Hobart College Men's Rowing Team, Team Captain**

Jun to Aug 2017

Sept 2013 to May 2017