

Natasha Post

natashampost@gmail.com • (954) 716-1127

[LinkedIn Profile](#) • Fruitland Park, FL 34731

Director of SEO

Dynamic and results-oriented professional with extensive experience driving digital marketing strategies to enhance online visibility and increase organic traffic. Proven track record of developing and implementing innovative SEO initiatives that align with business objectives, resulting in significant improvements in search engine rankings and website performance. Skilled in analyzing data, identifying trends, and optimizing content to maximize ROI. Equipped with strong leadership abilities with talent for building and managing high-performing teams to achieve unparalleled results in organic search performance and website optimization. Dedicated to staying abreast of industry trends and leveraging cutting-edge techniques to deliver measurable results in highly competitive markets.

Areas of Expertise

- SEO Content Management
- Keyword Research & Analysis
- Team Leadership & Collaboration
- Content Creation & Optimization
- A/B Testing & Optimization Strategies
- Data Analysis
- Website Optimization
- Social Media Management
- Proofreading & Editing
- Excellent problem-solver
- SEO Auditing & Remediation
- Cross-Functional Collaboration
- Data-Driven Decision Making
- Performance Tracking & Analytics
- E-commerce SEO Strategies

Professional Experience

Nationwide Transportation Services, Fort Lauderdale, FL | <https://www.heavyhaulers.com>

2019 – Present

SEO Content Manager

Manage content management and creation initiatives for Nationwide Transport/Heavy Haulers/Tractor Transport, employing strategic insights from keyword, market, and competitor research. Direct virtual freelance writing team and oversee in-house web developers and marketing personnel, fostering collaborative synergy for optimal outcomes. Craft comprehensive content briefs and created basic graphics to enhance brand identity and engagement. Conduct A/B testing on social media, ads, and pages to refine strategies and maximize impact. Implement on-page and social media SEO tactics to enhance online visibility and engagement.

- Ensured precision and excellence through comprehensive editing and proofreading of current and archived content.
- Harnessed power of Moz and Google Analytics to analyze and optimize content performance, driving conversions effectively.
- Elevated search rankings and secured featured snippet positions via strategic optimization of both established and new webpages.
- Expanded social media presence across diverse platforms, fostering community engagement and growth.
- Achieved substantial website growth and improved search rankings, evidenced by analytics and Ahrefs data since joining company in 2019, including transforming an acquired site into top-ranking destination for targeted search intents.
- [Link to Featured Snippets Gained During Employment.](#)
- [Link to Proven Growth Over Time 2019 to Present Document.](#)

Wild Obsidian Press, LLC, Fort Lauderdale, FL

2016 – 2023

Freelance Editor

Inspired and guided clients through manuscript development process, fostering motivation and clarity in their vision. Provided assistance in crafting compelling elevator and Twitter pitches, optimizing messaging for audience engagement. Crafted concise and impactful blurbs, capturing essence of manuscripts to entice readers. Leveraged various social media platforms including WordPress, Twitter, and Facebook to amplify content reach and engagement.

- Enhanced content quality through meticulous editing and proofreading, ensuring alignment with client objectives.
- Refined queries to enhance their effectiveness and relevance, facilitating successful submissions.
- Collaborated closely with diverse clients to actualize their creative vision, ensuring manuscript alignment with their expectations.
- Formatted manuscripts to industry standards, enhancing readability and professionalism.
- Cultivated self-motivation and adeptness in deadline-driven environments, embodying resilience and adaptability.

Mr. Food Test Kitchen, Fort Lauderdale, FL | <https://www.mrfood.com/>

2017 – 2019

Website Content Editor

Crafted and analyzed newsletters, optimizing content for audience engagement and retention. Executed SEO strategies, including meta tag integration across website and social media platforms, to boost online visibility. Proficient in utilizing Moz and Google Analytics for data-driven insights and performance optimization. Produced compelling blog content to captivate and inform audiences, driving traffic and engagement. Utilized diverse social media platforms such as WordPress, Twitter, and Facebook to amplify content reach and engagement. Generated fresh and captivating copy to elevate brand messaging and engagement. Conducted A/B testing to optimize content performance and user experience.

- Refined content through meticulous editing and proofreading, ensuring clarity and coherence.
- Contributed new recipes and updated existing ones with nutritional information, enhancing user experience and relevance.
- Managed multiple deadlines for website updates and newsletter delivery, demonstrating adept time management skills.
- Ensured accuracy and quality by proofing cookbooks, maintaining adherence to culinary standards and brand consistency.
- Demonstrated proficiency in content management systems (CMS), facilitating efficient website updates and maintenance.
- Cultivated resilience and adaptability, thriving amidst challenges and obstacles.

Coastlines Magazine – FAU’s Literary Magazine, Boca Raton, FL
Fiction Editor

2015 – 2016

Solicited and evaluated fiction submissions, selecting those best suited for Coastlines publication. Engaged in collaborative dialogue with authors to refine and enhance their submissions to meet publication standards. Exercised meticulous proofreading to ensure grammatical accuracy and precision in all published content.

- Fostered teamwork by collaborating closely with editorial board to maintain editorial coherence and consistency.
- Upheld strict adherence to deadlines, both in author submissions and personal workload management.

Whiskey, Wine, & Writing, Virtual
Founder/Host/Contributor

2014 – 2015

Coordinated guest appearances and contributors, ensuring diverse and engaging lineup. Provided meticulous proofreading and editing services for articles, ensuring clarity and coherence. Conducted in-depth research on topics relevant to writing community, fostering knowledge sharing and engagement. Utilized various social media platforms including WordPress, Twitter, and Facebook to amplify content reach and engagement.

- Innovated approaches to present popular topics in unique and compelling ways, enhancing audience interest and retention.
- Crafted persuasive proposals and requests for interviews and collaborations, facilitating productive partnerships.

Additional Experience

Intern/Reader, Triada US | <http://www.triadaus.com/>
Writer (Contract), American Book Company, Woodstock, GA

Education

Bachelors in English, Concentration in Writing and Rhetoric/Creative Writing
Florida Atlantic University, 2017

- Member of Sigma Tau Delta (English Honor Society) & English Club

Writing & Editorial Background - [Link to Professional Writing Portfolio](#)

Writing

Represented by Laura Bradford of Bradford Literary Agency 2015-2017

Editing

Editor of Coastlines Literary Magazine.
Experienced in copyediting, content editing, line editing, and proofreading

Achievements

The 86th Annual Writer’s Digest Short Story Competition – 2nd Place (Mainstream/Literary)