

JERMAINE WRIGHT

Creative Content Marketer

A Problem Solver first, and a Marketer as a result, I specialize in fusing Writing with SEO, Design and Digital Marketing to create valuable and impactful content that help Solve Customer Problems, Meet Business Objectives, and Please Search Engines.

WORK EXPERIENCE

01. OFFSET BUSINESS SOLUTIONS (USA) —→ Full-Stack Digital Marketer (REMOTE) (MAY 2024 - JULY 2024)

I acted as a One-person Marketing Team implementing and executing a Digital Marketing strategy that developed the company's brand and established its presence online. The tasks I performed include, but are not limited to the following:

- Branding - Logo, Style Guides, Corporate Identity material design
- Client Identification & Profiling
- Marketing Plan/Strategy
- Website Design & Development
- Graphic Design
- Copywriting
- Search Engine Optimization (SEO)
- Marketing tool Integration & Automation
- Social media Marketing
- Business Strategy & Consultation

02. KCP ACCOUNTING SERVICES (JAMAICA) —→ Full-Stack Digital Marketer (REMOTE) (NOV 2023 - FEB 2024)

Acted as a One-person Marketing Team implementing and executing a Digital Marketing strategy that established a solid online presence for the company. Tasks performed include: **Copywriting, SEO, Design (Graphics, Website), PPC Ads, Social media.**

- Built, designed, and wrote all the copy for the company's website that:
 - received **2,400 New Users** and approximately **3,000 Sessions** in the first two months after launch.
- Performed Search Engine Optimization on the entire website that (*in the first two months after launch*):
 - ranked **19 keywords in TOP 10 (7 1st and 13 TOP 3)** in Google Jamaica
 - ranked **13 different keywords (6 in TOP 3) in the TOP 10** in Google Maps.
 - ranked **12 keywords in TOP 10 (2 1st and 7 TOP 3)** in Bing Jamaica.
- Created written and graphical content for Social media channels that:
 - increased Engagement (Content Interactions) on Instagram by **4,400%** in two months.
 - increased the Accounts Reached on Instagram by **8,100%** in two months.
 - increased the Accounts Engaged on Instagram by **1,250%** in two months.
 - increased Profile Visits on Instagram by **251%** in two months.
- **Successfully integrated/setup marketing tools including** Zoho One (multiple apps), Wordpress (multiple plugins), Google Analytics, Google Search Console, Bing Webmaster Tools, Bing Places for Business, Google My Business, Microsoft Advertising.

03. STUDENT.COM (UK) —→ SEO Content Writer (REMOTE) (JAN 2020 - JAN 2024)

Helped Student.com increase its lead generation by writing in-depth SEO-friendly articles for 185 landing pages that ranked:

- ranked **#1 in Google** for **508 keywords** across **12 different countries**. (51 in Google USA)
- ranked **#1 in Bing** for **1002 Keywords** across **12 different countries** (358 in Bing USA)
- ranked **#1 in Yahoo** for **1,412 Keywords** across **12 different countries** (121 in Yahoo USA)

04. LAKO DESIGN STUDIO (JAMAICA) —→ Copywriter | SEO Specialist (REMOTE) (JUL 2022 - AUG 2023)

As the only Writer and SEO Specialist at the agency, I was the go-to person for writing website; Social Media; and marketing copy; as well as the SEO of websites for clients in different industries. Some of the tasks I performed in the role include:

● COPYWRITING

- Crafted SEO-focused website copy; Social media copy; Artwork copy; Advertising copy; and Video scripts for different clients.

● SEO

- Performed On-page SEO optimization; in-depth keyword research; keyword rankings and website traffic analysis; performed routine SEO audits; and developed monthly performance reports for different clients.

● SOCIAL MEDIA

- Managed Social Media Content Schedules - led the direction of content and ideation of artwork for posts.

05. ORBA TECHNOLOGIES (JAMAICA) —→ (UX) Writer | SEO Specialist (REMOTE) (SEPT 2021 - JUL 2022)

As the only writer on the team, I was responsible for establishing the company's voice, as well as develop its content and SEO strategies. I also assisted the UX design team with content design.

● WRITING

- Crafted SEO-focused website copy for multiple websites.
- Wrote several insightful, data-driven, SEO-rich long-form blog articles.
- Wrote various Case Studies that detailed the impact the company's apps and software is having on their respective industries and the problems they were solving.

● (U)ser e(X)perience DESIGN

- Created buyer personas for the company's suite of software products and identified their problems and pain-points and how these products can solve them.

EDUCATION

01. DIGITAL MARKETING ACADEMY —→ ● Digital Marketing Mastery CERTIFICATE (ISSUED MARCH 2024)

02. INTERACTION DESIGN FOUNDATION —→ ● UX Design CERTIFICATE ● Design Thinking CERTIFICATE
● Mobile UX Design CERTIFICATE ● Emotional Design CERTIFICATE (ISSUED BETWEEN 2021 - 2022)

03. OPEN CLASSROOMS —→ ● UX Writing & Content Strategy CERTIFICATE (ISSUED MARCH 2021)

SKILLS

HARD



SOFT

