



# AUSTIN CARROLL CLARKE

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## SUMMARY

Copywriter with proven industry experience seeking a long-term freelance writing position with upward mobility. Looking to produce engaging and optimized content for a leading online publication by utilizing innate creativity, problem-solving skills, and dedicated work ethic.

## SKILLS

- Strong command of the English language, both written and verbal.
- Knowledgeable of front-end web design, including HTML/CSS and graphic design.
- Deep understanding of SEO best practices, including the importance of keywords, linking, and content that puts the reader first.
- Proficient with Microsoft & Google Office, Grammarly, WordPress, Canva, Slack, and popular work management platforms.
- Very reliable with a sense of accomplishment from exceeding expectations and performing well.

## PROFESSIONAL EXPERIENCE

### ***January 2018 — Present***

Austin Carroll Digital Marketing | Eugene, OR | Owner

- Strategize content pipelines; develop and perform writing for clients; implement keyword optimization and latest search marketing practices for proven results across a variety of niches.
- Maintain client's web properties, including designing and hosting WordPress websites.

### ***June 2017 — Present***

Top Shelf Media, LLC | Eugene, OR | Editor

- Formulate, write, and edit search-optimized content for online web properties, working within a team of over 15 writers; common content formats include listicles, product reviews, guides, and whitepapers.
- Consistently rank articles on the front page of Google, drawing in hundreds of thousands of extra visitors per month, thus boosting profits and growing brand portfolio.

### ***September 2012 — June 2017***

Jim's Stamp Shop | El Cerrito, CA | eBay Store Manager

- Researched, photographed, wrote, and launched product listings; maintained business area and electronic equipment, working closely with the owner for maximum efficiency.
- Invoiced, packaged, and shipped items to buyers; streamlined workflow with innovative processing techniques and cutting-edge technology.

## EDUCATION

### ***September 2010 — June 2012***

Chabot Community College | Hayward, CA | Creative Writing