

# 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

