

AMY BAUM

Skilled content writer with eight years of professional experience. Excels at creating high-quality content for diverse audiences. Executes marketing and research strategies to ensure excellence.

[Website](#)
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EXPERIENCE

[Amy Baum Freelance](#) — *Freelance Content Writer*

NOVEMBER 2011 - PRESENT

- Creates unique and engaging content for clients.
- Performs in-depth research to expertly cover topics.
- Implements modern SEO tools and techniques.
- Provides photography services upon client request.

[Frugal For Less](#) — *Contributing Author*

OCTOBER 2016 - OCTOBER 2019

- Wrote 2,000 to 3,000-word personal finance posts.
- Reviewed financial products and services.
- Translated technical terms into reader-friendly content.
- Implemented modern SEO tools and techniques.

[Baum Beauty](#) — *Author / Social Media Manager*

JULY 2016 - OCTOBER 2018

- Created unique content to generate client revenue.
- Implemented referral marketing strategies via blog posts.
- Researched beauty niche trends for reader engagement.
- Photographed beauty products using DSLR cameras.

[Animal Hub](#) — *Contributing Author*

JUNE 2016 - DECEMBER 2016

- Created product reviews and how-to guides for dog owners.
- Implemented referral marketing strategies to generate client revenue.
- Implemented modern SEO tools and techniques.

EDUCATION

University of Southampton — *Certificates Of Achievement*

Completed '*Digital Marketing: Challenges And Insights*' course and certification program.

Completed '*The Power of Social Media*' course and certification program.

Completed '*Digital Skills: Web Analytics*' course and certification program.

HARD SKILLS

Fact-checking

Data analysis

Research

Editing

Marketing

Accuracy

SOFT SKILLS

Communication

Time Management

Organization

Work Ethic

Collaboration

Adaptability

TECH SKILLS

Moz SEO

SEMRush

Wordpress

HTML/CSS

Google Keyword Planner

Microsoft Office 365

Google Drive / Docs