

Cammy Harbison

SEO Content Strategist

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Summary

SEO Content Strategist with extensive experience planning and creating content optimized for search. Experience using a wide variety of analytics tools such as Google Analytics, Search Console, Moz and SEMRush to track and assess how content is performing. Strong analytical and problems-solving skills. Experience testing keywords and content formats to discover what works and translate those insights into usable strategies that ensure content reaches its full potential in terms of traffic generation and customer satisfaction. Background in education and curriculum design. Comfortable teaching others best practices in SEO and content creation. Growth-oriented. Constantly searching out new information and educational opportunities to increase knowledge and skills.

Experience

Newsweek - SEO/Content Strategy Consultant

March 2018- Present, New York, NY

- Daily researched and suggested content topics for gaming and tech reporters.
- Edited content and guides to optimize them for search. This included headline suggestions, layout formatting, headings, bullet lists, photo captions, tagging, etc. Where possible, provided real-time feedback to writers on why specific changes were suggested and how those suggestions aligned with best SEO practices.
- Developed and updated a group guide on best SEO practices. Conducted staff training for both writers and editors on these practices.
- Monitored real-time article performance in search engines based on targeted keywords.
- Ran regular audits on the gaming section to determine how content performed in search and where we could improve/make changes.
- Conducted regular tests to discover new or underserved audiences or discover better ways of formatting content for search and engagement.
- Contributed to the development of an editorial calendar based on seasonal events, game releases etc.
- Helped design and direct the order and timing of content creation and publication for major tech and gaming events and releases.

Player.One/iDigital Times Mobile Gaming and Tech Reporter

June 2012 - March 2018

- Pitched and wrote daily articles on trending topics in Mobile Gaming, Tech or Security news.
- Wrote several breaking cybersecurity news reports.
- Interviewed developers and wrote numerous app and mobile gaming features and reviews.
- Was consistently one of the top traffic generators for the group with high levels of engagement. Had the highest number of repeat visitors and lowest bounce rates.

Academics Plus / Sales and Marketing Consultant (Temporary Position)

January 2012 - June 2012

As a sales and marketing consultant with Academics Plus, I completed a variety of PR/Marketing activities, which include:

- Created information collection form templates in Microsoft Excel and Access to increase organization and coordination of sales contacts, follow updates, etc.
- Completed regular market research on competitors, trends in online tutoring, scholarly articles and more for use in product materials, newsletters and other marketing publications.
- Created invitations and teaser letters for live webinars, as well as informational product sheets, competition comparison graphs, and other sales and marketing publications for informational product kit.
- Designed and scripted a live webinar used to inform colleges/universities about our product.
- Presented live webinars for colleges and universities assessing the program.
- Created/scripted 2-minute Teaser video about online tutoring product through Window Movie Maker.
- Worked to build the Academics Plus brand through daily social media posts and participation in education-related Twitter chats. Increased company Twitter followers from 38 to 586 in 1 month.
- Utilized Klout, HootSuite, SocialBro, Buffer, and Google Analytics regularly for analysis and tracking of website and social networking growth and traffic.
- Trained Sales Staff in relevant keywords usage and ideas related to issues in Higher Ed today for use in cold calling.
- Developed sales model of educational consulting rather than hard selling. Increased sales leads from 27 to 219 in 2 months. 137 Leads personally generated.

Wayne County Public Schools / Teacher

December 2007 - January 2012

- Managed and taught 24-36 students from diverse backgrounds, daily working with multiple educational specialists including ESL and Special Ed.
- Received Clinical Teacher Certification to monitor, rate and report on pre-service teachers.
- Led staff development on Bloom's Taxonomy, High Yield Strategies and Instructional Technology programs.
- Designed of a school-wide services schedule, coordinating schedules of 800+ staff and students to align pull-out services for students. This resulted in more whole-class teach time for regular classroom teachers without interrupting lunch, recess and/or special area classes.
- Designed and implemented individualized and data driven behavioral and educational plans for challenging and at-risk students.

— Education

East Carolina University/ Masters in Technical Communication (Incomplete)

Completed the following Masters level courses:

- Research Methods in Technical and Professional Communication
- Technical Editing and Production
- Strategies for Technical Management and Communications
- Editing as Management (Project Management)
- Copyediting for Professional Communicators
- Dynamic Web Services (HTML5, JavaScript)

East Carolina University / B.S. in Elementary Education

CLASS OF 2007

Graduated summa cum laude with a 4.0 GPA.