

JENS PETERSON

Content Writer & Strategist

EXECUTIVE SUMMARY

Dynamic content writer and strategist with six years of success in SEO and content marketing. Applies a creative, data-driven approach to plan, produce, and deploy killer assets and campaigns. Treats all people with respect and empathy to build DE&I and better collaboration.

EXPERIENCE

MARKETING CONTENT SPECIALIST

2022 – present

Pearson

- Wrote and edited B2B marketing content for webpages, emails, banner ads, video scripts, social media, and sales collateral.
- Turned complex ideas into clear, educator-focused stories as the lead writer for brand and thought leadership.
- Developed a content strategy guide to which personas, channels, formats, journeys, and KPIs best support business goals.
- Led web analytics, SEO, site migration, and content audit support for B2B marketers, analyzing data and sharing actionable insights.

PROGRAM MANAGER

2020 – 2022

In-House Agency Forum (IHAF)

- Wrote B2B ad copy and long-form content across all formats and channels for an audience of creative and marketing leaders.
- Served as the go-to expert for data analytics and digital strategy, recommending solutions based on insights and goals.
- Led on-page SEO and inbound marketing to draw +75% site visitors (>65K) and +70% sessions (>90K).
- Used video, mentions, and trends to grow LinkedIn impressions x4 (>108K), engagement x3 (>13K), and followers by 62% (>3K).
- Ran lead gen and A/B testing to boost email subscribers by 48% (>4K), +93% opens (~160K), and +240% clicks (>100K).
- Oversaw the biweekly blog, providing project and editorial support.

MARKETING ASSOCIATE

2016 – 2020

EverPresent, Inc.

- Wrote B2C marketing content for web, social, PR, and video, promoting complex media services to a nontechnical audience.
- Managed a 200-page website migration; built wireframes and buyer journeys, and optimized pages for search and conversions.
- Conducted keyword research, link-building outreach, HTML and content edits, image resizing, and guest blogging for SEO.
- Earned significant business results: +34% conversions, +178% organic traffic, +50% social engagement, and earned media.

NEWS WRITER

2016 – 2017

Hearst Television (WCVB-TV)

- Wrote clear, concise TV news stories on tight deadlines.
- Co-created with video editors, reporters, anchors, and producers.
- Supported dozens of No. 1 ratings in a top 10 broadcast market.

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 Greater Boston, MA

 [linkedin.com/in/jenspeterson](https://www.linkedin.com/in/jenspeterson)

 [eastcoastcopy.com](https://www.eastcoastcopy.com)

SKILLS

Content Writing
Content Strategy
Copywriting
SEO & SEM
Data Analytics
Lead Generation
Editorial Judgment
Social & Email Marketing
Market Research
A/B Testing
Journey Mapping
Photo & Video Editing
Digital Asset Management
Project Management

TOOLS & TECH

Adobe Creative Cloud
CMS Platforms (WordPress)
Collaboration Apps (Miro)
CRM Platforms (Zoho)
Email Platforms (Mailchimp)
Google Analytics
Google Search Console
HTML & CSS
Microsoft Office
PM Platforms (Asana)
SEO Tools (Semrush)
Social Tools (Hootsuite)

CERTIFICATIONS

Google Ads
Google Analytics IQ

EDUCATION

BA | Communication

UMass Boston

summa cum laude

Recipient, Robert Risse Prize