

KATHLEEN WALDER

CONTENT WRITER – EDITOR –  
SEO SPECIALIST

Kwalder1404@gmail.com    330-690-2995    Portfolio: <https://kathleenwalder.com>  
<https://www.linkedin.com/in/kathleenwalder>

PROFILE

**Plain Words:** Accomplished journalist, content writer, and editor with proven SEO results in B2B, B2C, and C2C. Deep-divide researcher. AP Style stickler. Defender of the Oxford Comma. Specialties include healthcare, HR/staffing, manufacturing, e-commerce, and humor.

Skilled in writing engaging, informative, and results-oriented search-optimized digital content for websites, blog articles, social media, videos, webinars, and podcasts. Marketing writing experience includes ebooks, presentations, case studies, newsletters, and white papers.

AREAS OF EXPERTISE

- Healthcare
- Human Resources
- Entertainment, Casinos, & Gambling
- Finance
- Insurance
- Real Estate
- Residential Services
- Industry & Manufacturing
- Winemaking
- Durable Medical Equipment
- Online Education
- Retail Products & Giftware

PROFESSIONAL EXPERIENCE

**AI Writer**10/2023 to 1/31/2024

Trilyon Inc. for Google

Part of a special short-term contract team writing and editing content to train Google’s large language model for its next cutting-edge generative AI project.

- Synthesized information from credible sources.
- Reviewed and edited other writers’ work.
- Contributed to refining Google’s AI style guide.

**SEO Performance & Content Writer**9/2020 to 8/2023

Monster Worldwide and IntelyCare, Inc.

Wrote and refreshed SEO content on a results-oriented contract writing team that started at Monster and transitioned to IntelyCare to jump-start both companies’ organic search results. Writing included articles about job-hunting, career development, and nursing careers.

- My content consistently debuted in top-ranked Google results, ranking for multiple keywords, with high click-through and conversion rates. See analytic reports at <https://kathleenwalder.com/seo-results>.
- I wrote on both the B2B and B2C sides of the business because of my experience and versatility.

**Freelance Web Content & Blog Writer**3/2020 to 9/2020  
and 6/2017 to 2/2018

Various B2B & B2C Clients

I worked up to 40 hours a week writing blog and affiliate-link articles for clients in retail, travel, auto, beauty, residential services, finance, insurance, real estate, and law.

**Writer/Editor**1/2020 to 3/2020

Inside.com

I wrote for a start-up group of email newsletters, researching and curating three publications and editing several others. [Inside Media](#) had 12K readers, [Inside Amazon](#) had 26K, and [Inside Daily Brief](#) had 100K.

- Scouted, pitched, wrote, and curated content for daily newsletters with 10 stories per issue.
- Edited and managed a group of freelancers.
- Built Twitter communities for vertical subjects.

## SKILLS

- **Hard Skills** – Web Content Writing, SEO Best Practices, Marketing Writing, Podcast and Webinar Hosting and Production
- **CMS** - WordPress, Hybris, InRiver
- **Email Marketing** - Constant Contact, MailChimp, Pardot
- **Productivity Tools** - InfusionSoft, ProAlpha, Asana, BaseCamp, MS Teams, Slack
- **Microsoft Office** - Word, Excel, Publisher, PowerPoint
- **Content Tools** – AP Style, Google Analytics, Adobe Photoshop, HTML

## EDUCATION

**B.S., Journalism & Public Relations**  
Kent State University

## ADDITIONAL ACTIVITIES

- Co-host, KatSoup comedy radio/podcast for sight-impaired and reading-challenged.
- Contributor, Humorlabs - a daily top-ten humor list
- Writer and performer listed in IMDB, *The Weirdness Really Bad Movie*
- Improv and stand-up comedy
- Extensive freelance writing experience

**Content Manager**

2/2018 to 1/2020

Vogelsang USA

Wrote content for a website, email campaigns, and marketing materials for this international manufacturer of industrial pumps, grinders, and macerators.

- Worked with product managers, regional sales managers, subject matter experts, and customers to write articles and case studies.
- Managed webinars using WebEx, Zoom, and Eventbrite.

**Freelance Marketing Writer**

6/2017 to 2/2018

Guru.com and oDesk.com

I worked for Engage Marketing and other clients, writing B2B and B2C web content, articles, video scripts, and other marketing material for a chain of casinos, family entertainment center, home builder, national paint distributor, real estate agency, pest control company, wealth advisor, car dealership, HVAC services company.

**Product Content Specialist**

4/2013 to 6/2017

Cardinal Health

Wrote patient education and DME product descriptions for two websites (Edgepark and Independence Medical) with 60,000 products (B2B and B2C). Contributed to blog and social media content. Interviewed healthcare providers and patients to glean information for stories. Part of a massive layoff and elimination of my department in June 2017.

- Set standards for product descriptions, taxonomy, categorization, and images.
- Worked with product managers, healthcare professionals, and subject matter experts.
- Assured all online copy was SEO-friendly and engaging for a web audience.
- Sourced and PhotoShopped images, designed and maintained an image database.
- Worked with a team to increase web sales from a 14% share to a 35% share in four years.

**eCommerce Analyst**

5/2012 to 4/2013

Universal Screen Arts Catalogs

Managed web content and email campaigns, designed and executed social media strategy, and tracked analytics for nine of the most popular national gift websites and catalogs that included tech gadgets, kitchen items, apparel, jewelry, books and media, and novelty items: [Bas Bleu](#), [What on Earth](#), [Signals](#), [Wireless](#), [Floriana Jewelry](#), Art & Artifact, [Catalog Classics](#), New Forty, [Support Plus](#).

- Managed 40,000 SKUs using Excel to interface to a proprietary web platform.
- Consistently achieved a 5% to 20% click-through rate on email campaigns.
- Grew social media audience to more than 30,000 likes and followers on Facebook and Pinterest.
- Created monthly reports of webpage and print catalog space allocation ROI.
- Assured all copy was SEO-friendly and engaging.