

KORI NICOLE WILLIAMS

EDUCATION

St. John's University - 2015

Bachelor of Science in Journalism

CONTACT

New York, NY

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PROFESSIONAL SKILLS

- Associated Press Stylebook Proficiency
- Chicago Manual of Style Proficiency
- CMS Proficiency: Squarespace, Weebly, WordPress
- CSS/HTML
- Google Workspace
- Gather Content
- Grant Writing
- Microsoft Office
- SEO Software Proficiency: Market Muse, SEMRush, Google Trends, Keywords Everywhere
- Social Media Management
- Website and Domain Hosting

EXPERIENCE

Staff Writer

Distractify.com | January 2021 - Present

- Writing three to four posts per day about entertainment, celebrity, or viral news
- Editing at least one post per day with a focus on current news
- Using SEO best practices to research keywords and develop content
- Planning and conducting interviews

SEO Editor

BiggerPockets | March 2021 - December 2021

- Optimizes previously written blog posts with SEO best practices
- Edits two blog posts per week with anywhere from 1,500 - 2,000 words
- Updates posts with more inclusive language and breaks down complex ideas

Freelance Writer

Self-Employed | September 2017 - Present

- Writes effective copy about various topics to drive search traffic and raise brand awareness
- Researches, creates and copy edits features for website publication - [Distractify](#), [Grit Daily](#), [Go Magazine](#), [Market Realist](#), [Simplemost](#) and more
- Conducts interviews with experts in specific fields
- Transcribes interviews

Editorial Fellow

[Seventeen Magazine](#) | January 2020 - January 2021

- Pitch and write daily posts about entertainment and celebrity news
- Ensure content engages with Seventeen's audience from search, social and other platforms
- Optimize stories to increase organic search visibility, video views and revenue
- Collaborate with Hearst's SEO team to identify high-performing pages to update
- Perform keyword research using Google Trends and SEMRush
- Generated +4.1M unique visits to the website from published work
- Contribute to Seventeen's LGBTQ-focused Instagram Account [@wearehere](#) weekly

Entertainment Writer

Revelist.com | January 2019 - April 2019

- Pitched, researched, wrote and edited posts about entertainment news, pop culture and social issues
- Followed CMS and SEO best practices by writing metadata and linking to related content
- Wrote three to five posts per day

Content Writer

ShopKeep | September 2018 - February 2019

- Researched and wrote three posts a week about ShopKeep's Point of Sale system for the [company's blog](#).
- Proofread and copy edited two posts per week for ShopKeep's blog
- Utilized Market Muse software to increase readership and sales from search
- Developed a strong understanding for copywriting in the ecommerce space