

Katherine E. Nagel

Content Writer, Editor, & SEO Strategist

ABOUT ME

Senior content strategist with over 10 years of experience in healthcare marketing. Skilled in developing effective SEO strategies, creating engaging content, and managing editorial processes.

RELEVANT SKILLS

Content Writing & Editing | Project Management | Internal Communications | Business Writing | Content Strategy | Quality Control | Workflow Management | Healthcare Marketing | Microsoft Office

CERTIFICATION & ACCOMPLISHMENTS

Content Writing & Strategy — 10+ years in industries like bariatric surgery, ophthalmology, and dentistry

Project Management — 3 years leading editorial processes and advising on workflow improvements

Google Analytics Certification — Issued by Skillshop in August 2023

PROFESSIONAL EXPERIENCE

Senior Content & SEO Strategist — Rosemont Media, LLC July 2020-Present

- Manage a demanding workload of writing and editing for healthcare clients, which includes content in the form of website pages, blogs, press releases, email blasts, and newsletters.
- Conduct training sessions and develop internal manuals covering topics like editorial calendars, content development, SEO, search analytics, and project management.
- Lead the content marketing department on SEO strategy, instructing on best practices, helping to problem solve, and exclusively editing all SEO sitemaps for our extensive client base.
- Mentor and train the writing department on editorial calendars, which includes content evaluations, calendar maintenance, problem troubleshooting, and budget management.
- Create new website architectures to maximize usability while aligning with SEO best practices.
- Routinely collaborate with upper management to improve our content marketing processes

Senior Writer — Rosemont Media, LLC March 2015-July 2020

- Planned content needs based on website evaluations, SEO performance, and keyword research.
- Created and advised on website architectures tailored to each client's needs.
- Acted as liaison between the content and social media departments to ensure social post quality.

Staff Writer — Rosemont Media, LLC March 2013-March 2015

- Composed website content, press releases, blog articles, and other materials for healthcare clients.
 - Monitored search engine rankings to evaluate and plan content efforts.
 - Optimized content through SEO practices like link building, keywords, title tags, and meta descriptions.
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EDUCATION

Bachelor of Arts in Communications Studies & Business Administration from Augustana College in IL

CONTACT

Phone: (815) 954-5722

Email: katie.e.nagel@gmail.com

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

Portfolio: [katieenagel.com](https://www.katieenagel.com)