

Katherine E. Nagel

Content Writer, Editor, & SEO Strategist

ABOUT ME

Senior content strategist with over 12 years of experience in B2B marketing. Skilled in creating engaging content, developing effective SEO strategies, and managing editorial processes.

RELEVANT SKILLS

Content Writing & Editing | SEO | Content Strategy | B2B Marketing | Editorial Management | Project Management | Keyword Research | Social Media Marketing | ChatGPT

CERTIFICATION & ACCOMPLISHMENTS

SEO Strategy — Lead efforts for hundreds of healthcare clients in the US, Canada, Australia, and UK

Featured Snippets — Achieved on Google for both local and national terms

Google Analytics Certification — Issued by Skillshop in August 2024

PROFESSIONAL EXPERIENCE

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

- Manage a diverse workload of writing and editing for healthcare practices, which includes content in the form of pages, blogs, email blasts, newsletters, and social media posts.
- 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.
- Spearhead our company's adoption of AI-based content generation, training on effective prompt creation and collaborating with the CEO on ways to incorporate ChatGPT into daily workflow.
- Mentor and train writers on editorial calendars, from content evaluations to calendar maintenance.
- Conduct training sessions and develop internal manuals covering topics like content development, search analytics, SEO, editorial calendars, project management, and AI tools.

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

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