

# GHIA SMITH

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## COPYWRITER | PROJECT MANAGER | CONTENT STRATEGIST

Seeking a role as a creative professional where I can leverage my exceptional writing skills, leadership abilities, and strategic mindset. With meticulous attention to detail, strong communication skills, and a passion for delivering impactful narratives, my mission is to drive brand success by creating engaging content, leading cross-functional teams, and optimizing content strategies to maximize audience engagement.

## RELATED SKILLS

- **Technical Skills:** SEO research & content writing, Social media management, Digital marketing, Content marketing, Inbound marketing, Project management
- **Platforms and Tools:** Sprout social, WordPress, HubSpot, Google Drive, Google Analytics, SEMrush, ASANA, Calendly, Canva, Mailchimp, Salesforce, ChatGPT
- **Languages:** English (US, Native, Fluent), Spanish (Basic, Intermediate)
- **Programming Languages:** HTML5, CSS

## PROFESSIONAL EXPERIENCE

- Marketing Manager & Content Strategist**, Remote, US [CONTRACT] August 2023 – Present  
Gateway Daycare & Learning Center, LLC.
- Developed a digital and content strategy, established an online presence, and formulated marketing plans for a startup in the daycare and learning industry
- SEO Copywriter**, Remote, US [CONTRACT] January 2023 – Present  
Wiley University Services
- Achieved greater brand visibility through the development of SEO-driven articles utilizing high ranking keywords, search volumes, keyword difficulty levels below 60, as well as ChatGPT for outlining and planning
- SEO Writer**, Remote, US [CONTRACT] January 2023 – July 2023  
Lexia Learning (Cambia)
- Achieved greater brand visibility through the development of SEO-driven long-form articles utilizing high ranking keywords, search volumes, and keyword difficulty levels below 60
- Content Writer**, Charlotte, NC March 2022 – January 2023  
Pinckney Harmon Group
- Produced a consistent volume of 12+ B2C-focused, SEO-driven blogs monthly, catering to diverse clientele, to effectively boost website traffic, enhance TOP metrics, improve conversion rates, and generate high-quality leads
  - Conducted user research and determined best course of direction for campaign targeted towards specific audiences across the United States, leading to an approximate 15% increase in overall leads across various brands
- Copywriter**, Remote, UK [CONTRACT] December 2021 – January 2023  
J+ Community Freelance Network
- Provided B2C-oriented, SEO-driven blogs, webcopy, guides, how-to articles, product descriptions, and category pages to a variety of well-known US clients, boosting website traffic, improving TOP metrics, increasing conversion rates, and generating high quality leads
- Staff Writer**, Remote, CA [CONTRACT] December 2016 – July 2017  
Blavity, Inc.
- Contributed editorials and breaking news articles to a top ranking publication for consistent ranking across search engines, driving more traffic to the tech-centered platform

## RELEVANT PROJECTS

### My Favorite Group Project Online Publication (On going)

- Created an online publication highlighting parenting's challenges and triumphs
- Established and managed social media platforms (Instagram and LinkedIn), developed content strategies, and created compelling brand content

## EDUCATION

**Psychology, B.A.**, Lenoir-Rhyne University, Hickory, NC