

Sheena Leano Rafferty

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Related Experience

- Aon Chicago, Illinois
UX Content Strategist/Copywriter July 2018-present
- Creates content strategy for new projects to optimize UX and SEO. Works with UX team to design prototypes and write content for websites, mobile apps, emails and digital marketing campaigns
 - Acts as consultant for clients and provides recommendations for UX content, voice/tone and branding to UX design team based on user/business requirements and customer journey maps
 - Creates new site map/architecture, editorial/SEO guidelines for branding/content strategy, on-page and off-page SEO, technical SEO, outreach and workflows for Aon.com
 - Makes recommendations for international SEO and content management for firm that operates in 120 countries. Performs keyword/SEO research for 30+ industries and business specialties
 - Presented new content strategy and site structure to heads of M&A and Health verticals, including competitive analysis of design, structure and SEO of other major competitors
- QuinStreet San Mateo, California (telecommute)
Site Editor, Financial Services 2015-January 2018
- Content manager and strategist for several financial services sites to maintain No. 1 search engine result page rankings for highly competitive keywords, grow traffic/revenue and ensure compliance
 - Collaborated with developers to improve UX site design, user interactions for financial services sites
 - Grew MoneyRates visitors +44 percent (to 108,000 monthly), clicks +83 percent, click revenue +63 percent and **total revenue +64 percent (to \$50,000 monthly)** in six months
 - Implemented best practices for on-page SEO and created monthly content calendars based on past SEO data, current keyword search volume, competitive analysis, trending topics and goals
 - Ensured sponsored content fulfilled requirements from clients, including Chase, Ally and GS Bank
 - Analyzed keyword rankings and KPIs weekly with Google Analytics, BrightEdge and SEMrush tools
 - Oversaw a team of six subject matter experts, contributors and data entry contractors
- Brafton Chicago, Illinois
Senior Finance and Industry/Content Writer 2013-2015
- Communicated and met with clients to increase traffic and grow brand visibility in diverse fields through content creation: healthcare, financial services, real estate, tech, manufacturing, HR, oil/gas
 - Created **real estate-related content for clients, including RealFoundations, Realty Mogul, Federal Savings Bank & SouthStar Development**, on topics like peer-to-peer real estate investing, multifamily homes, single-family homes and more
 - Wrote content for complex accounts, met daily deadlines and adapted to B2B and B2C client specifications/styles for various content: news, blogs, features, guides, ebooks, landing pages
- Knox College Galesburg, Illinois
Web Content Developer/Editor 2011-2012
- Designed, proofread and edited +100 pages targeting students with Ingeniux CMS and HTML
 - Wrote/edited promotion materials and created reports of email marketing campaign metrics
- Freelance/Contract Telecommute
Writer/Editor/SEO Consultant 2011-present
- Performs on-page SEO, HTML editing, competitive analysis and keyword research for independent SEO consulting
 - Creates content for SEO companies, including guides on social media marketing and best SEO practices to educate users on inbound marketing, lead conversion and more
 - Writes short-form and long-form B2B/B2C content (product descriptions, blogs, ebooks, etc.) for a variety of clients in financial services, healthcare, tech

Skills

Digital Marketing/Analytics

- SEO Certifications/Tools: [On Page and Technical SEO](#), [Keyword Research and Competitive Analysis](#), [Site Audit](#), [Rank Tracking](#), [Backlink Management](#), [Link Building](#), [Content Marketing Analysis](#), MailChimp, BrightEdge, SEMrush, Ahrefs, Moz, Yoast SEO
- Google Certifications/Tools: [Advanced Google Analytics Certification](#), [Ecommerce Analytics Certification](#), Google Keyword Planner
- HubSpot Certifications: HubSpot Inbound, Content Marketing, Social Media and Email Marketing

Content Management Systems/Workflows

- Kentico, WordPress, HubSpot, Joomla, Ingeniux, Compendium, Jira, Content Engine, Scribe

Graphic Design/UX

- Adobe Creative Suite (Photoshop, InDesign, Illustrator), InVision, Figma, Canva

Social Media

- Facebook, Twitter, Instagram, YouTube, Buffer, TweetDeck

Coding

- HTML, CSS, Python

Education

Knox College | B.A. in Economics, Creative Writing (double major)

Galesburg, Illinois