





LAIRA MARTIN

Writer | Editor | SEO | Content Specialist | Marketing Manager

CONTACT

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EDUCATION

**B.A. Communication with minors
in Literature/Writing & Art History**
University of California, San Diego

SKILLS

- Editing
- Writing
- SEO
- Content Marketing
- Affiliate Marketing & Compliance
- Competitive Research
- Keyword Research
- AP Style
- Branded/Sponsored Content
- Topic Ideation
- Freelancer/Team Management

PROGRAMS

- WordPress, Drupal & Kapost
- Google Analytics, Keyword Planner & Search Console
- Ahrefs, Moz & SEMRush
- Microsoft Office

ABOUT

With 10+ years of experience in print and digital media, my work has the quality and integrity of print journalism with the marketing savvy to rank on Google and convert leads into customers. My work has appeared on Forbes, TIME, Entrepreneur, Yahoo Finance, MSN, AOL, GOBankingRates, FLAUNT, Thought Catalog, Golf Inc. and more.

EXPERIENCE

Content Marketing Manager

Seek Business Capital | Los Angeles, CA | April 2019 - PRESENT

- Plans and executes content marketing and SEO strategy including content calendar management, SEO research, writing, fact-checking, editing, publishing, QA, distribution/promotion and link building of all content for website, social media, email and more to generate leads and conversions resulting in a 2,298% increase in organic traffic and 627% in total traffic.
- Uses SEO tools and analytics to test, analyze and optimize strategies/processes.
- Manages in-house and freelance content staff to ensure high-quality, productive output according to set workflows.
- Manages affiliate strategy and relationships with major credit card issuers such as Discover, American Express, Bank of America. Manages marketing strategy to ensure content meets compliance requirements.
- Leads public relations strategy to promote business to prospective clients and staff including applying for prestigious awards and distributing press releases.
- Leads projects such as email campaigns, chatbot programming and more.
- Manages company's online presence and responds to online consumer reviews on platforms such as BBB, TrustPilot, Google Reviews and more.

Digital Content Editor

GOBankingRates.com, ConsumerTrack Inc. | Los Angeles, CA | April 2016 - March 2019

- Lead editor/project manager for sponsored content and marketing initiatives for clients such as Wells Fargo, Discover Personal Loans, TD Bank and more.
- Conducted SEO research, assigned, edited, fact-checked and published high-volume of content generating hundreds of millions of monthly pageviews via SEO and syndication on MSN, AOL, Yahoo, Time and more.
- Managed and trained new hires and team of freelance writers and editors.
- Previous roles include SEO Analyst, SEO Editor and Branded Content Editor.

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AWARDS & ACHIEVEMENTS

Founding Member, Women @

Seek

Seek Capital, 2019 - Present

Founding Member, Culture

Committee

ConsumerTrack, 2018 - 2019

Rising Star

ConsumerTrack, 2016

Employee of the Year

Cypress Magazines, 2015

Provost's Honors

University of California, San Diego,
2010 - 2014

Volunteer Work

Youth Advisor, Print Media

California YMCA Youth &
Government, September 2012 -
February 2012

EXPERIENCE (CONTINUED)

Associate Editor

Cypress Magazines | San Diego, CA | August 2014 - March 2016

- Pitched, wrote and edited original content including cover stories, features and more for print and digital magazines: The National Jurist, preLaw, The International Jurist Golf Inc. and Our City San Diego.
- Managed all data collection, research projects and magazine competitions.
- Planned educational sessions and recruited speakers for company conferences.
- Managed intern program.

Editor-in-Chief

The Guardian Newspaper, UCSD | San Diego, CA | August 2010 - July 2014

- Elected by a staff of 100+ undergraduate journalists to serve as editor-in-chief of UCSD's official yet independent twice-weekly newspaper with a distribution of 26,000.
- Previous roles include Reporter, News Editor and Lifestyle Editor.

Creative Non-Fiction Tutor

UCSD | San Diego, CA | September 2013 - June 2014

- Selected by professor to tutor undergraduate students to improve and develop their non-fiction writing skills.

Freelance Work

Various | Los Angeles, CA | 2010 - Present

- Completes various marketing work on contract basis for several clients including content and email creation, project management and more.

Editorial Intern

Various | Los Angeles, CA | 2010 - Present

- Cypress Magazines, June 2013 - June 2014
- Sally Lyndley, February 2012 - July 2012
- FLAUNT Magazine, June 2011 - September 2011