

Maren Ashford

Content Writer & Copywriter | SEO Content Strategist

📍 Austin, TX

📞 (512) 555-0148

✉ maren.ashford@writewell.co

🌐 marenashford.com/portfolio



linkedin.com/in/marenashford

CORE SKILLS

SEO Content Writing
Conversion Copywriting
Content Strategy & Briefs
Email & Lifecycle Copy
Landing Page Optimization
A/B & Multivariate Testing
Editorial Calendars
Brand Voice Development

TOOLS

Ahrefs
SEMrush
Nexa Analytics 4
Nexa Search Console
Surfer SEO
HubSpot
WordPress
Grammarly Business

EDUCATION

B.A. in English
University of Texas at Austin
Graduated 2017

CERTIFICATIONS

HubSpot Content Marketing Certification, 2023
SEMrush SEO Toolkit Certification, 2022
Nexa Analytics 4 Certification, 2023

SUMMARY

Results-driven content writer and copywriter with 7+ years crafting SEO-optimized web copy, email campaigns, and landing pages that convert. Proven record of growing organic traffic and lifting conversion rates for B2B SaaS and DTC brands, blending keyword strategy with persuasive, on-brand storytelling.

EXPERIENCE

Senior SEO Copywriter

Mar 2022 – Present

Nexa Digital | Austin, TX

- Wrote and optimized 150+ long-form blog posts and pillar pages, growing organic sessions 68% year-over-year across a portfolio of 12 SaaS clients.
- Rebuilt landing page copy for Synapse Cloud's flagship signup flow, lifting trial-to-paid conversion from 3.1% to 5.4%.
- Led keyword research and content briefs in Ahrefs and SEMrush, ranking 40+ target terms on page one within six months.
- Managed a team of three freelance writers, establishing a style guide and editorial calendar that cut revision cycles by 35%.

Content Strategist

Jul 2019 – Feb 2022

Synapse Media | Remote

- Authored email nurture sequences for Meridian Finance's mobile app, increasing open rates 22% and click-through rate 3x over baseline.
- Produced a weekly newsletter reaching 45,000 subscribers, growing the list 4x through gated content offers.
- A/B tested headline and CTA variants across 60+ landing pages, informing a conversion playbook adopted company-wide.
- Partnered with design and product teams on Apex Fitness's rebrand messaging, contributing to a 19% lift in app installs.

Copywriter

Jun 2017 – Jun 2019

Vertex Commerce | Austin, TX

- Wrote product descriptions and category copy for 800+ SKUs, improving on-site search relevance and reducing bounce rate 14%.
- Drafted paid social ad copy for Nimbus Outdoor's holiday campaign, achieving a 2.8x return on ad spend.
- Collaborated with the SEO team to implement on-page optimization guidelines across the Vertex blog.

PORTFOLIO HIGHLIGHTS

68%

YoY organic traffic growth

3.1%→5.4%

trial-to-paid conversion

2.8x

return on paid ad spend

Full writing samples, case studies, and client testimonials at marenashford.com/portfolio.