

Sharon Clark (she/her)
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SUMMARY

I'm a naturally curious, AI-versed SEO copywriter and content strategist. A dynamic communicator, I'm passionate about making the web meaningful through data-backed empathy and strategic storytelling.

CORE COMPETENCIES

SEO & Content Strategy: Keyword Research • On-Page/Technical SEO • Thought Leadership • Content Calendars • Competitive Analysis • Content Gaps • SEO, Web, & Technical Audits • Brand Copywriting • Ideation • UX/User Research

Analytics & Tools: Google Analytics 4 • Google Search Console • Looker Studio • SEMrush • Screaming Frog • Mixpanel • AI and Emerging Tools, Generative Search

Copywriting & Storytelling: Audience Segmentation • UX Analysis • Brand Voice • A/B Testing

Collaboration & Leadership: Cross-Functional Teams • Stakeholder Interviews • Dashboards & Reporting • Presenting • Team Building

EXPERIENCE

Master Lock (Remote/In-House)

SEO Copywriter & Content Strategist (Jan 2023 – Present)

- Increased organic traffic on major retailer sites (Amazon, Home Depot, Lowes, Walmart) by combining deep keyword research, customer insights, and compelling storytelling.
- Took initiative to optimize existing content of key commercial products & services based off executive presentation, tripling organic traffic on high-revenue pages
- Increased number of ranking keywords on Master Lock's website from 27,636 to 48,944 in one year, despite technical barriers to content updates
- Leveraged AI to rewrite and optimize 1,100 product titles and found technical workaround to implement in Google-facing parts of website
- Designed and executed A/B and pre-post tests to validate hypotheses, delivering data-driven recommendations to internal teams and presented results on company-wide calls
- Investigated and tested emerging AI tools to propose a sustainable company content policy, attended webinars and reported learnings
- Collaborated with brand and content teams to optimize thought leadership pieces that outperformed prior campaigns on Google SERPs
- Spearheaded a pilot initiative to evaluate Reddit as a potential SEO channel, presenting key takeaways to leadership

- Shifted new product e-commerce copy from feature-centric to story-driven messaging, enhancing user engagement and conversion
- Pushed back against legacy operations and standards to ensure quality and effective content, successfully championed the expertise of the SEO and content team to publish quality, optimized content
- Participated in committee to build camaraderie, inventing and leading holiday-themed virtual Bingo event
- Connected the SEO, analytics, and paid search teams to share insights and inform strategies

Super Bright LEDs

SEO Copywriter (Jun 2022 – Dec 2022)

- Developed a comprehensive SEO roadmap and editorial calendar aligned to buyer journeys, delivering consistent and relevant organic traffic growth
- Implemented monthly SEO performance reporting, presenting actionable insights to the CEO
- Optimized existing Knowledge Base articles and wrote new content, increasing average weekly supported sales by ~10 for high-revenue commercial products.
- Created pillar pages to improve internal linking, boost crawlability, and consolidate relevant content
- Built Mixpanel dashboards to monitor pillar page and Knowledge Base engagement, tracking sales to the exact journey from blog to shopping cart

Standing Partnership

Digital Associate (Jun 2020 – May 2022)

- Conducted full-scale SEO and website audits and competitive research for clients across telecom, SaaS, government, and financial services.
- Became the primary telecom/SaaS writer for a key account, bridging the gap between highly technical topics and compelling brand stories.
- Managed content calendars across channels, maintaining consistent brand voice and maximizing search visibility.
- Provided data-driven strategic recommendations, backed by keyword analyses, user metrics, and best-practice SEO tactics.

PARIC

Communications Coordinator (Sept 2019 – Mar 2020)

- Proofread and refined proposals for multi-million-dollar construction projects, integrating benefit-driven language to set PARIC apart.
- Developed case studies and storytelling elements for marketing materials, increasing proposal win rates.

- Consulted sales team to provide guidance on sales enablement material differentiated from competitors and highlighting team's superior expertise and track record
- Launched an updated SEO plan to modernize the company's digital footprint, implementing foundational best practices.

PREVIOUS EXPERIENCE

Various Roles (2013 – 2019)

- **Freelance Writer & Consultant (Sharon G Writing):** Created B2B/B2C copy, executive speeches, and training materials for Fortune 500 distributors, managed multi-stakeholder website relaunches.
- **Artisan E-Learning:** Project Managed and wrote training stories on topics from financial planning to sexual assault prevention, interviewed SMEs to produce culturally aligned content, conducted needs analyses.
- **Communications Consulting:** Guided small businesses on social media strategy, Google Analytics setup, and content calendars, aligning messaging with broader brand and marketing goals.

EDUCATION

Graduate Certificate in UX | University of Texas at Austin

M.A. in International Relations | Webster University (2011)

Advertising, Marketing, and Mass Communications Coursework | St. Louis Community College (2009)

B.A. in Studio Art (Photography Concentration) | Hope College (2004)

ADDITIONAL HIGHLIGHTS

- Experience with brand storytelling, cross-departmental collaboration, stakeholder management, and data-driven content optimization.
- Passion for emerging technologies, including AI research and implementation, to streamline content creation and inform SEO strategies.
- Served as volunteer coordinator for Design+Diversity conference and brought in-kind sponsor.
- Collaborated with local police and non-profits to explore app design to protect victims of domestic violence.
- Earned \$2,000 for anti-malaria bed nets in sub-Saharan Africa through *Nothing But Nets*.
- Proven track record of bridging technical, creative, and strategic priorities in diverse corporate and agency environments.
- Published fiction author, *Levee Magazine*.

