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STEVEN BIEBER

PROFESSIONAL SUMMARY

SEO Content Writer with 5+ years of experience excels in enhancing digital footprints through strategic SEO and content innovation. Possesses a rich skill set including SEO optimization, Adobe editing, and web development, complemented by strong analytical and time management capabilities. Aims to leverage expertise in Google Analytics and social media trends to drive traffic and engagement, setting new standards in content creation.

EMPLOYMENT HISTORY

NOV 2022 - PRESENT

Content Specialist, Modern Builders Supply, Toledo, OH

- Enhancing online presence through strategic SEO updates
- Analyzing competitor pricing for competitive edge
- Maintaining and updating pricing tools for accurate data
- Creating new products tailored for E-Commerce platform
- Managing product listings on various third-party marketplaces

OCT 2021 - JUN 2022

SEO Analyst/ Content Writer, US-Mattress

- Problem-solved to improve SEO rankings
- Innovatively used various SEO tools
- Boosted company's digital presence
- Boosted site traffic by optimizing content for SEO, leveraging Google Analytics and Moz insights.

AUG 2020 - OCT 2021

Freelance Writer, Sylvania Advantage

- Participated in diverse teams, promoting a collaborative spirit
- Sourced unique leads, reflecting analytical and visionary capabilities
- Authored intriguing stories, highlighting detail-oriented and persuasive writing skills

JAN 2020 - MAY 2020

Marketing Intern, The University of Toledo-Athletic Department, Toledo, OH

- Solved promotional challenges with creative solutions
- Increased game-day excitement and fan loyalty
- Contributed to the department's overall marketing success
- Elevated fan engagement by leading dynamic in-game promotions and managing jumbotron content.

SEP 2019 - MAY 2020

Journalist Intern, University of Toledo: The Collegian, Toledo

- Created tightly written news stories crafted from reliable sources.
- Interviewed sources, contacts, and leads to gather information for stories.
- Performed extensive research to back up stories.
- Pursued my own leads and worked to meet the Monday deadline.

JAN 2019 - MAY 2019

Communication Intern, The University of Toledo-Athletic Department, Toledo

- Crafted engaging post-game narratives
- Developed and distributed statistical booklets to reporters
- Enhanced fan engagement with live Twitter updates
- Contributed to the team's media strategy

EDUCATION

AUG 2016 - MAY 2020

Bachelor of Arts: Communications, Minor in Marketing, University of Toledo, Toledo, OH

- Dean's List and President's List Honoree
- Graduated Magna Cum Laude.
- Lambda Pi Eta Member (honor society for communication students).
- Student Ambassador for College of Arts and Letters.

SKILLS

Time management

Verbal communication

Social Media

Web Page Development

Google Analytics

AP Style

HTML

Adobe editing and post-production

Keyboarding

SEO- Search Engine Optimization

LINKS

[Steven Bieber Journalism Blog](#)

[LinkedIn](#)