

# Keegan Goudie

✉ keegangoudie@gmail.com 📠 4242120492 🌐 www.linkedin.com/in/keegan-goudie-6a7b492a 📍 keegangoudie.com

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## SUMMARY

Creative SEO/content expert with 11+ years of experience guiding online strategy for an impressive list of global brands.

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## EXPERIENCE

### Sr. Copywriter / Content Strategist

KitchFix.com

April 2023 - June 2023, Remote

- Curated new webpage copy for KitchFix's Professional Sports Team Food Services (kitchfixpfs.com).
- Strategized B2B sales materials/pitch deck content and copy for MLB/NFL team new business pitches.

### SEO Copywriter / Content Manager

Komatsu

October 2022 - March 2023, Milwaukee, WI

- Researched semantically relevant keywords and translated technical information into social media narratives to increase engagement with Komatsu brand story.
- Wrote support manuals, product descriptions, interactive trade show videos, and more.
- Increased search ranking of 'industrial demolition' and other crucial keyword phrases to promote business initiatives and generate sales leads.

### SEO Strategist / Content Consultant

The Academy of Motion Pictures Arts & Sciences

December 2018 - September 2022, Hollywood, CA

- Collaborated directly with the Academy's Creative Director to launch the Oscars' first fan-focused blog: Aframe.oscars.org.
- Ideated content strategy, UI/UX, navigation and content categorization and wrote/edited weekly newsletter for 16+ months to promote the site.
- Implemented and executed first SEO strategy and organic content process, getting over 12 articles on the first page of Google.

### Sr. Copywriter / Content Strategist

The Marketing Practice

September 2021 - May 2022, Seattle, WA

- Developed client-winning healthcare marketing campaign and corresponding materials to support Adobe Workfront's new B2B sales team.
- Crafted series of effected LinkedIn post campaigns to announce Lenovo's partnership with Formula1 Racing.

### Marketing Manager

Montway Auto Transport

April 2019 - January 2020, Schaumburg, IL

- Conducted in-depth keyword analysis to drive organic traffic and growth to various e-commerce pages.
- Managed over 2,000 KW phrases and 100+ landing pages on daily basis for SERP improvements and/or other SEO enhancements.
- Crafted video and trade show copy to familiarize B2B prospects or individual customers on the auto shipping process.

### SEO Editor/SEO Copywriter

GOBankingRates.com

August 2017 - May 2018, undefined

- Wrote sponsored editorial content optimized for organic traffic.
- Improved SERP rankings with keyword-focused content strategy, many of which landed on the No. 1 page of MSN/Yahoo/AOL and Google Search.
- Optimized copy for SEO strength with a focus on keyword research, meta-descriptions, internal links, and title tags.

### Founder / Editor

THESIXTHIRTY.com

March 2012 - June 2016, Chicago, IL

- Titled "Fastest Growing Blog" by WordPress in July 2013.
- Increased unique reads to 500,00 in 2014 (600% growth) by spending only \$0.01 per unique read.
- Wrote stories featured on ABC World News, NBC5 Chicago, CBSNews.com, and Complex Magazine.

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## EDUCATION

### Bachelor of Journalism

Minor in Business • University of Missouri • Columbia, Missouri • 2012

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## CERTIFICATIONS

### Google Data Analysis Certification

Coursera • 2023

Acquired key analytical skills (data cleaning, analysis, & visualization) and tools (spreadsheets, SQL, R programming, Tableau).

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## SKILLS

SEO, Copywriting, SQL, R Programming, UI/UX Copywriting, Video Writing, Social Media Copywriting, Long Form Copywriting, Data Analysis, AP Style, CMS Management, HTML, CSS, YouTube Channel Management, Content Distribution, Content Management