

Emma Rizzo

Content Strategist

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EXPERIENCE

Content Strategist - ITX Corp.

December 2023 - Present

- Creates robust content strategies that align messaging and drive content creation
- Designs content priority guides and wireframes to support UX design
- Writes and edits UX copy
- Performs content audits to streamline websites and improve user experiences
- Performs content accessibility audits on client websites based on WCAG standards
- Plans information architecture for client websites and internal documentation
- Plans content calendars for blog posts, video content, and email campaigns
- Oversees teams of writers and edits website copy
- Manages blog content calendars and assigns, edits, and publishes content
- Performs competitive research to support content strategies
- Collaborates with product leadership to create internal product documentation

UX Writer - ITX Corp.

July 2021 - December 2023

- Wrote optimized website copy to support marketing and sales goals
- Performed SEO keyword research and ongoing analysis
- Wrote and edited blog content
- Wrote copy for email marketing campaigns
- Researched and wrote optimized blog content for client websites
- Wrote video scripts for product demos and marketing videos
- Wrote help center content and wrote scripts for supporting videos
- Recorded voice overs for marketing videos
- Wrote an eBook about the design of ITX's accessible website
- Supported internal marketing strategy with blog writing and photography

SEO Content Writer & Editor - Freelance

July 2018 - July 2021

- Successfully managed a portfolio of agency and small business clients
- Duties included blog writing, copywriting, press releases, researching, editorial planning, keyword optimization, brand strategy, and copyediting
- Provided thought leadership ghost writing services; agency ghostwriting placements include Forbes and Washington Post Business

Premium Writer — HubShout (Now Semify)

February 2017 - January 2018

- Wrote 50 pieces of blog content per week for a portfolio of clients
- Wrote long-form blog content to support link-building efforts
- Developed engaging website copy to support client objectives
- Developed writing workshops and training to present to content team

SKILLS

- Content Strategy
- Content Design
- UX Writing
- Copywriting
- Blog Writing
- Content Planning
- Editing
- Search Engine Optimization
- Content Accessibility (WCAG)

EDUCATION

Ithaca College - Journalism

Bachelor's Degree