

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