



Allison Drennan

SEO and Content Specialist

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I specialized in marketing so that I could get the right product from the right brand into the hands of the right consumer at the right time. This involves serving the interests of both brand and consumer. These interests aren't as disparate as some people believe.

Education

Master of Business Administration

Graduated in August of 2020 with a GPA of 3.86. A multi-disciplinary study of high-level business topics, including marketing, management, accounting, and more.

Bachelor of Arts in Business Administration

Graduated in December of 2018 with a GPA of 3.61. Marketing focus. Minor in creative writing.

Relevant Skills

Technical

Google Analytics | HTML | CSS | SEMrush | Hootsuite | Microsoft Office | Google Office Products | Wordpress | Shopify | Salesforce Commerce Cloud | Listrak

Professional

Copywriting | Blogging | SEO Audits | Usability Audits | Client Management | Keyword Research | Page Optimization | Keyword Strategy | Content Strategy and Planning

Personal

Written Communication | Spoken Communication | Fiction Writing | Non-Fiction Writing | Customer Service | Creative Problem Solving | Fast Learner | Computer Savvy | General Business Consulting | Long-Term Internet Denizen

Relevant Experience

Copywriter and Copyeditor, Bramble Berry Handcraft Provisions, August 2022 – December 2023

Responsible for writing email copy, website copy, and blog content. I built new processes for the email marketing team, authored a content for SEO guide for the team, and doubled the company's publishing

cadence. I provided information on best practices and helped to get the email team working 30 days ahead of schedule to increase agility and resilience.

Freelance SEO and Content Specialist, Bellingham, WA. July 2019 – August 2022

Performed consulting for a variety of clients on topics including general business management, marketing, blog writing and publishing, and SEO strategy. Developed keyword plans and lists for clients. Created 12 month blog publishing schedules.

Digital Marketing Associate, Intellitonic. January 2020 – August 2022

Performed website audits, content creation, page optimizations, copywriting, keyword research, market research, and other tasks for Intellitonic as an independent contractor.

SEO Specialist, Ethical Gains. December 2020 – December 2021

Responsible for performing keyword research, developing SEO strategies, writing content for clients and for Ethical Gains, creating content plans, reporting performance metrics, creating presentations for clients, and running client meetings. Ethical Gains specialized in cause-driven and small business marketing.

MBA Consulting Capstone Project, Western Washington University June 2020 – August 2020

As a graduation requirement for my MBA, I participated in a Capstone project that included performing general business consulting for real-world clients. My group was the only one selected to handle two clients, and we did market research, forecasting, and provided pricing and marketing advice.

Marketing Graduate Assistant, Western Washington University. September 2019 – June 2020

As a graduate assistant, I worked directly for Western Washington University's marketing department. I helped professors within the department with research and coding data, and had the exciting opportunity to help a class of marketing undergraduates develop and execute an integrated marketing plan for WWU's Marketing Program.