

Brian Sousa

sousabr@gmail.com
4017145579
874 Arden Drive
Encinitas, California

Summary

5+ years as Content Writer, highly skilled at publishing dynamic, compelling content for social media platforms, websites, blogs and newsletters. Utilizes unique vision, authorial experience and writing talent to create, update and optimize content, therefore increasing site traffic, driving engagement, and enhancing overall user experience.

Mastery of SEO keywords, has written for a variety of diverse business sectors including real estate, law, construction, engineering, finance, and higher education; also written for magazines, blogs and newspapers, published a novel, and taught writing at Boston College.

Experience

South Shore Village Rhode Island

SEO Content Writer • Wakefield, RI

07/2017 - 10/2021

- Senior Content Writer, responsible for all creative verbiage on website
- Created interesting posts for prospective clients via email newsletters and social media using SEO keywords
- Researched and created entire blog for clients and customers
- Authored and designed guides to local attractions and restaurants, as well as site plans
- Built trusted relationships with web developers and real-estate agents and worked diligently together to depict and sell a premium real estate product and experience
- Increased site traffic, site visits, and sales by utilizing keywords, presenting vivid descriptions, writing drip marketing email campaigns, and helping to design virtual property tours

Waller, Smith and Palmer

Head Content Writer • New London, Connecticut

10/2019 - 10/2020

- Built trusted relationships with new clients in the field of law
- Worked alongside web-design team at JPG designs as the sole content writer
- Utilized SEO content and verbiage to increase site traffic and transform legal terms into accessible, readable content

Balanced Wealth Management

Head Content Writer • East Greenwich, Rhode Island

10/2019 - 05/2020

- Alongside web designer, completely revamped website, updating all written content
- Employed SEO keywords to increase site traffic and business
- Expanded grasp of new markets and new clients

Revolution Realty Shares

Freelance Content Writer and Editor • Providence, Rhode Island

10/2019 - 08/2021

- Created upscale, elevated real estate brochure, letters and blog posts, author of all website content

- Collaborated with real estate agents and used vivid description and SEO verbiage to increase traffic and profits
- Head collaborator and editor of business letters shaped to create impact and increase sales
- Provided detailed, insightful content regarding real estate properties and ventures
- Consultant for entirety of team's writing projects

Nexgen Mechanical

Content Writer/Editor • Providence, Rhode Island

10/2019 - 10/2020

- Broke down complex engineering concepts for use on website and featured SEO content
- Increased site traffic by creating new categories and sections of website
- Researched engineerial concepts as well as mechanical
- Collaborated with head CEO of company one-on-one
- Collaborated with head web designer
- Helped create a new, vibrant, informational website brimming with SEO keywords and information

Help College Kids

Head Content Writer • Providence, Rhode Island

04/2021 - 07/2021

- Used knowledge of higher education to create content for new website
- Worked with CEO to ensure clarity and drive site traffic
- Created slogans and taglines to engage site visitors
- Happy to be part of a great non-profit cause and innovative team

Skills

- Email Marketing
- Creative Writing
- Blogging
- Newsletters
- Construction Experience
- Web Content
- Microsoft Office
- SEO
- Real Estate

Education

Boston College

English • Chestnut Hill, MA

05/2001

- Graduated cum laude—3.5+ GPA
- Selected for Creative Writing Concentration
- Wrote first full-length manuscript as an undergraduate
- Published poems and short fiction

Emerson College

Writing, Literature and Publishing • Boston, Massachusetts

12/2006

- Undergraduate thesis was published by University Press New England / Tagus Press in 2013
- Hired to teach Research Writing courses to undergraduates 2005-2006
- Published fiction, poetry and nonfiction during this time

Languages

- Spanish