

CLAIRE SZEWCZYK /chev-chic/

CONTENT MANAGER, STRATEGIST, & WRITER

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CAREER PROFILE

Results-driven content manager and strategist with over 7 years of experience blending creative content development with data-driven execution. Proven go-to resource for teams in non-profit, legal, and self-publishing sectors as an innovative and tech-savvy mind helping reach audiences, grow loyal followings, and drive key metrics using an SEO-first approach. Leverages a strong foundation in paid advertising, AI-enhanced content processes, multi-channel campaigns, and novel writing to create content that truly resonates, nurtures diverse audiences, and moves people to action.

AREAS OF EXPERTISE

Content Strategy | SEO & SERP | Multi-Channel Campaigns | Email Marketing | Content Creation | Paid Advertising | Audience Engagement | Copywriting | Project Management | Content Library Development | Web Development | Creative Team Leadership | Video Scripting & Editing | AP Style | Storytelling & Persuasive Devices | AI-enhanced Content Process Development

PROFESSIONAL EXPERIENCE

CREATIVE MARKETING CONSULTANT (Remote)

May 2017–Present

Self-Employed | Melbourne, FL

Develops and operationalizes complex content strategies focused on audience engagement and sales through new AI-enhanced processes, content creation, digital marketing, and multimedia production for independent authors and small to medium-sized (SMB) brands.

- Develops high-impact marketing strategies for authors, entrepreneurs, and businesses by leveraging SEO knowledge, paid advertising, AI tools, and automation.
- Expands content reach by writing, producing, and project-managing a multi-channel approach to content marketing with audiobooks, podcasts, and video content, successfully growing audiences across diverse media formats.
- Builds and maintains websites using WordPress, Squarespace, and Wix to streamline content distribution, enhance SEO performance, and support ongoing digital campaigns, driving organic traffic while optimizing user experiences.
- Concepts, activates, and optimizes static and video ad content, leading to significantly higher click-through rates (CTR) while fostering growth in subscriber lists and book sales.
- Cultivates a recognizable author brand by authoring and self-publishing 4 Amazon Bestsellers with 38 novels and 3 audio drama scripts total to date, leveraging adaptive storytelling to serve an organic following via SubStack.
- Nurtures a loyal, engaged audience by building and managing six email lists across multiple pen names, growing subscriber bases from hundreds to 10,000+, and utilizing data-driven strategies to maintain high engagement and conversion rates.
- Executes high-converting ad strategies across Meta, TikTok, Google Ads, BookBub, Amazon, and YouTube, achieving a \$0.07 cost per click (CPC) on Meta and a 32.5% CTR on BookBub ads.
- Develops marketing personas to drive high engagement using customer data and sentiment, creating tailored content strategies and campaigns for diverse audience segments, with a proprietary AI-enhanced development process.
- Leverages advanced creative tools such as Adobe Creative Suite (Photoshop, Premiere Pro, After Effects, Audition) to optimize multimedia content, improve user experience, and drive higher engagement across websites, emails, and ads.
- Produced and edited 16 audiobooks, including a 2023 HearNow Palooza Platinum Winner and SOVAS Finalist, achieving critical acclaim through high-quality production and voice-over skills.

EMAIL MARKETING MANAGER, SOCIAL MEDIA MANAGER & SEO SPECIALIST (Remote)

August 2025–Present

TaxQuotes | Irvine, CA

Owns end-to-end content and SEO strategy for a fast-growing tax resolution brand, spanning long-form blogs, newsletters, and social-first storytelling designed to build authority and drive inbound leads.

- Architects a comprehensive digital growth strategy for TaxStache, scaling a niche finance newsletter and blog through SEO-led content that drives a 15% month-over-month increase in organic domain authority.
- Manages end-to-end email marketing operations, growing the subscriber base to 12,000+ active users with an average 38% open rate, 10% CTR by segmenting audiences and deploying hyper-relevant tax-resolution content.

EMAIL MARKETING MANAGER, SOCIAL MEDIA MANAGER & SEO SPECIALIST, TaxQuotes (continued)

- Directs a high-velocity content calendar, producing 15+ SEO-optimized long-form articles monthly that target high-intent keywords, resulting in a 25% lift in first-page Google rankings for competitive tax terms.
- Optimizes social media distribution channels to amplify content reach, increasing cross-platform engagement by 30% and establishing TaxStache as a primary educational resource for tax-related financial planning.
- Engineers AI-integrated workflows for content research and metadata generation, reducing production turnaround by 40% while maintaining a high standard of clarity for complex IRS and legal concepts.
- Leverages advanced analytics to refine lead-capture funnels on high-traffic landing pages, boosting the conversion rate from organic visitors to newsletter sign-ups from 1.2% to 3.5% within six months.

DIGITAL CONTENT MANAGER

October 2022–January 2025

Hill & Ponton, P.A. | Orlando, Florida (Remote)

Planned and orchestrated a content marketing program spanning SEO long-form content and email marketing, driving outcomes for a national Veterans Affairs (VA) disability law firm.

- Led cross-functional teams to produce high-converting content across blogs, newsletters, and social platforms, ensuring distribution of content briefs, maintaining quality and brand voice, and implementing SEO specifications.
- Built and grew a 50,000+ subscriber mailing list, achieving a consistent 50% open rate and 7% CTR on lead-driven CTAs, resulting in a 20% increase in lead conversions since late 2022.
- Wrote and optimized 300+ blog articles and landing pages, increasing weekly traffic from 50,000 to 70,000 views (as of early 2025), and boosted the CTR on key conversion pages from 0.03% to 1.5%.
- Produced monthly physical mailers, building an 8,000+ subscriber list in mid-2024, contributing to 5% of the firm's total leads and a 20% increase in referral leads from external organizations.
- Led the production of a 7-hour comprehensive course, designed and implemented within one workweek to address emerging business needs, assisting over 5,000 individuals with the added resource.
- Authored e-books, created two dozen downloadable assets for the website, designed graphics, and contributed to a full website redesign.

PREVIOUS EXPERIENCE

OFFICE COORDINATOR, U.S. Department of Veterans Affairs | Pocatello, ID

December 2017–September 2018

Coordinated administrative operations for a high-volume audiology office, optimizing scheduling, patient care, and workflow efficiency while building strong relationships with veterans and supporting audiology professionals.

FLIGHT TESTING ADMINISTRATOR, Hill Air Force Base | Layton, UT

May 2016–August 2016

Provided administrative support to the flight testing department, ensuring accuracy in flight logs, maintenance records, and compliance with safety protocols while gaining insight into military operations within a high-security environment.

TECHNOLOGY AND SOFTWARE SKILLS

Content Management Systems: WordPress, Wix, Squarespace, Google Sites, SharePoint
Client Relationship Management & Automation: Salesforce, Zapier, HubSpot
Analytics & SEO Tools: Google Analytics, Google Data Studio, Ahrefs, SEMrush
Web Development & Technical Skills: HTML, SQL, CSS
Advertising Platforms: Google AdWords, Meta Ads (Facebook Ads)
Project Management & Collaboration Tools: Asana, Trello, ClickUp
Design & Creative Tools: Adobe Suite (Photoshop, Illustrator, InDesign, etc.), Canva, Wondershare, DaVinci, Gimp
Email Marketing Platforms: Mailchimp, Klaviyo, Mailerlite, Constant Contact, Beehiiv, Substack, Ghost, Patreon

EDUCATION

B.S., Bachelor of Science in Communication Sciences—Utah State University (3.85/4.0 GPA)

2012–2015