



Numbers that pay the bills.

Claire Szewczyk · Portfolio

Content Manager · Email & SEO Strategist

Selected work: TaxQuotes / TaxStache

AUG 2025 —
PRESENT

Built the **voice**, the **funnel**, and the **numbers**.

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

SCOPE OF WORK

One operator. Three content engines.

Email program: list growth, segmentation, lifecycle, A/B testing.

SEO: pillar pages, topic clusters, on-page, content refresh.

Social: channel-native serialized content & micro-posts.

Funnels: landing-page rebuilds and lead-capture flows.



15k+

ACTIVE SUBSCRIBERS

A newsletter built from scratch, to inbox-worthy in months.

Scaled the TaxStache newsletter to 15,000+ active subscribers through audience segmentation, subject-line testing, and a proprietary micro-post content format tuned to the brand voice.

Subscribers who **open** and **click**.

AVERAGE OPEN RATE

35%

Roughly 1.5x common B2C benchmarks for finance newsletters.

AVERAGE CLICK-THROUGH

13%

Driven by segmentation, subject-line tests, and micro-post format.

ORGANIC CONVERSION LIFT

2.9x

Visitor-to-subscriber rate moved from 1.2% → 3.5% in six months.



15+ / mo

SEO LONG-FORM, PER MONTH

A high-velocity editorial calendar that never misses.

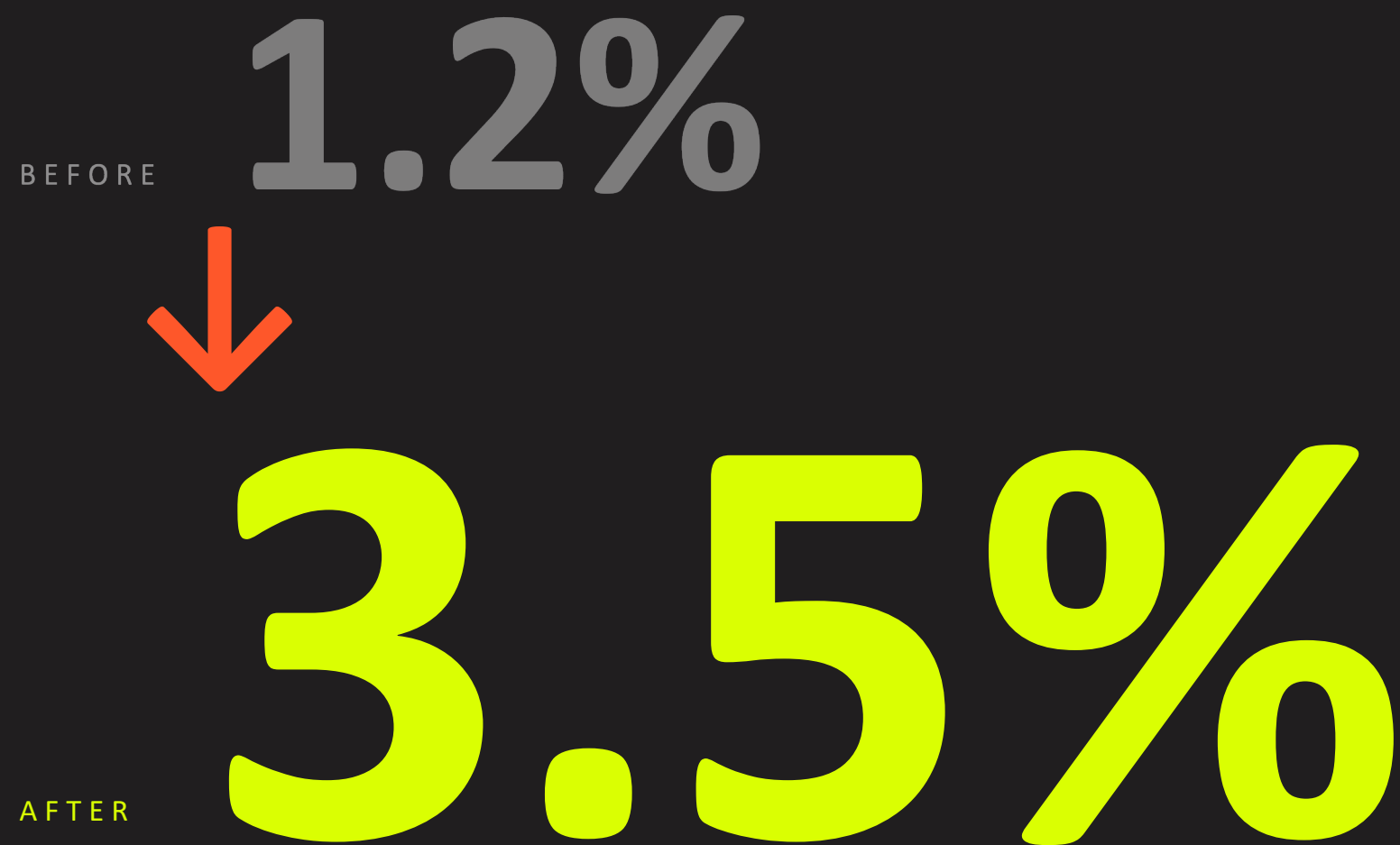
Directing 15+ SEO-optimized long-form articles every month on complex IRS and legal topics — pillar pages, topic clusters, and a full style-guide library keeping brand voice consistent across the team.

+25%

FIRST-PAGE GOOGLE LIFT

Ranking where the leads are.

A 25% lift in first-page Google rankings, plus 15% month-over-month growth in organic domain authority — built on keyword research, topic clusters, and disciplined content refresh.



VISITOR → SUBSCRIBER

Funnels that convert, in six months flat.

Rebuilt lead-capture funnels across high-traffic landing pages, lifting organic visitor-to-subscriber conversion from 1.2% to 3.5% within six months. Same traffic. Nearly 3× the signups.

–40%

PRODUCTION TURNAROUND

**AI-assisted workflows,
without cutting the
corners that matter.**

Cut production turnaround by 40% using AI-assisted research and editorial workflows, while maintaining accuracy on complex IRS and legal topics through rigorous review and source verification.

Long-form, **serialized** for every feed.

Adapted long-form editorial into channel-native, serialized content — growing cross-platform social engagement by 30% without adding new production overhead.

ENGAGEMENT

+30%

Cross-platform lift, same editorial engine.

FORMAT

Micro- posts

Proprietary short-form system built for TaxStache voice.

SOURCE

One calendar

Editorial → newsletter → social, repurposed without extra lift.

VOICE

On- brand

Style guide + micro-post templates keep tone consistent.

THE SHORT VERSION

Earn it, keep it.

SELECTED IMPACT · AUG 2025 — PRESENT

15K⁺

Newsletter subscribers, built from zero.

35%

Average open rate · 13% CTR.

15⁺/mo

SEO long-form articles shipped monthly.

+25%

First-page Google rankings lift.

2.9^x

Organic visitor-to-subscriber conversion.

−40%

Production turnaround via AI-assisted workflows.

+30%

Cross-platform social engagement growth.



Let's make your numbers pay off.

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