

TAMI HERNDON

Freelance Content Writer

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SUMMARY

Innovative freelance writer with 10 years of experience creating persuasive content to boost organizational growth. Trained in content marketing and SEO strategy to fuel client authority and boost search rankings.

SKILLS

Hard Skills

- Search Engine Optimization
- Content creation
- Ubersuggest
- Copywriting
- Writing and editing
- Grant writing
- Proposal writing

Soft Skills

- Leadership
- Verbal and written communication
- Problem-solving
- Storytelling
- Research
- Creativity
- Teamwork

EDUCATION

New York University

Master of Science, Professional Writing - 2017

CERTIFICATIONS

- Content Marketing, Smart Blogger - 2023
- SEO Strategy, Smart Blogger - 2023
- Grant Writing, AGWA - 2017
- Inbound Marketing, Hubspot - 2017

PROFESSIONAL EXPERIENCE

Freelance Content Writer

Penned Intent | 2013 - Present

- Identify non-profit and small business messaging needs and create SEO content (UberSuggest) to bolster Google rankings and convert visitors to customers.
- Manage communications projects and teams - new item launches, product relaunches, and next-step research.
- Write RFP content, business proposals, and grant applications using storytelling and accuracy to secure contracts for clients.

Communications Contractor and Editor-in-Chief

National Center for Homeopathy | 2020 - Present

- Develop website and fundraising content, growing membership and donor support.
- Increased magazine long-form article and reader engagement pages by 50%.
- Copywrite and edit content, improving reader access and average time on pages.
- Manage workflows, lead editorial and design teams, and direct digital and print publishing.

Executive Director

Council for Homeopathic Certification | 2018 - 2020

- Built new website and upgraded certification system with UX principles, decreasing help-desk calls by 30%.
- Wrote website content, generating 7% higher member retention and 18% income growth.
- Developed newsletter, fundraising, and volunteer recruiting content, adding 20% new email subscribers, exceeding yearly fundraising goals, and boosting volunteer count by 100%.
- Wrote persuasive messaging, improving board engagement, advancing credentialing process, and upping exam numbers.