

Lakewood, USA, 80227
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JOSEPH SANTOS

CONTENT WRITER

PROFESSIONAL SUMMARY

Experienced Content Writer with 10+ years of experience in creating engaging and compelling content for various platforms. Proficient in AP, MLA, and Chicago style. Skilled in brand image-building through SEO and networking. Strong communication skills and exceptional attention to detail. Experienced in using Mac, PC, Microsoft Office, social media platforms, Quark and InDesign pagination programs, Adobe Photoshop, and WordPress. Dedicated and creative, always striving to deliver high-quality content that captivates and informs the target audience.

EMPLOYMENT HISTORY

FEB, 2020 - NOV, 2023

Senior Writer, MotorBiscuit, Denver, CO

- Identify strategic partnerships and collaboration opportunities within the automotive industry to enhance MotorBiscuit's content and audience reach.
- Collaborate with the marketing team to develop content strategies that align with the company's goals and target audience
- Research and stay up-to-date on the latest trends and developments in the automotive industry, including new technologies, emerging markets, and consumer preferences, to ensure MotorBiscuit's content remains relevant and competitive.
- Lead the development of new article ideas and topics that are engaging, relevant, and aligned with MotorBiscuit's target audience and brand
- Coordinate and lead team meetings to discuss content ideas, strategies, and goals for MotorBiscuit's automotive news and review pieces.
- Conduct interviews with industry experts and thought leaders to gather insights and quotes for articles, adding credibility and depth to MotorBiscuit's content.
- Assist in training and mentoring junior writers to enhance their writing skills and ensure consistency in MotorBiscuit's content quality.

MAR, 2022 - MAY, 2022

Freelance Automotive Writer, Vehicle History, Las Vegas, NV

- Wrote short-form articles about used car issues and reliability.
- Freelance Automotive Writer at Vehicle History.
- Mar 2022 - May 2022
- Las Vegas, NV

SEP, 2018 - DEC, 2020

Freelance Content Editor, LTD Global, Pleasanton, CA

- Wrote B2B-focused blogs for LTD Global, a third-party firm that provides administrative, accounting, recruitment and human resources services for nonprofit organizations and small businesses.
- Blog content included a range of topics from recruiting and accounting to compliance and mobile payments.

OCT, 2007 - MAR, 2013

Road Test Editor, Kelley Blue Book, Irvine, CA

- Drove new cars in order to write and edit new-car reviews and latest news stories on the automotive industry, assisted with online publishing and traveled for field assignments around the world including auto shows.
- Other main tasks included publishing stories to the kbb.com website using basic HTML coding and SEO optimization as well as scheduling press vehicles for department use.

EDUCATION

JAN, 2001 - MAY, 2005

Bachelor of Arts, Communications, California State University, Fullerton, Fullerton, CA

Emphasis in Journalism

LINKS

[LinkedIn](#)

[Writing_portfolio](#)