CASEY BROOKS

Senior Content Writer with strong hands-on delivery across cross-functional teams. Content writer with strong SEO and product storytelling background. Produces high-intent articles, landing pages, and email sequences that improve organic visibility and conversion. Experienced in collaborating with product, sales, and demand generation teams.

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EXPERIENCE

2023–Present

Senior Content Writer
LedgerPath, Prague
- Published 90+ long-form pieces with average read time above 4 minutes.
- Grew non-brand organic traffic by 48% on priority cluster topics.
- Partnered with growth team on BOFU pages that lifted trial conversion by 12%.

2020–2023

Content Specialist
StoryGrid, Brno
- Created messaging style guide used by content, product marketing, and customer success.
- Improved article update cycle from quarterly to monthly for top traffic pages.
- Built SME interview workflow reducing first-draft turnaround by 25%.

TECHNOLOGY

SEO Writing	Execution in seo writing and editorial planning.
Content Strategy	Delivered complex initiatives in senior content writer responsibilities.
Tools	Google Search Console, Ahrefs, Semrush, Notion, Webflow, WordPress
Certifications	HubSpot Content Marketing, SEMrush SEO Fundamentals

LEADERSHIP

- Led initiatives in seo writing and user intent mapping for multi-team delivery.
- Mentored peers on Google Search Console, Ahrefs, and reusable implementation standards.

PROJECT HIGHLIGHTS

Content Refresh Program
Designed refresh prioritization matrix that improved ranking retention on aging content.

Editorial QA Checklist
Implemented plain-language and SEO QA workflow used by freelance and in-house writers.

EDUCATION AND LANGUAGE

2013–2017 **BA Journalism and Media**
Charles University

2022 **SEO Content Strategy Course**
HubSpot Academy

Languages
English (Fluent)
Czech (Professional)