

# Sierra Brough

Blog Writer

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## Details

[sierra.brough@gmail.com](mailto:sierra.brough@gmail.com)

909-436-4529

7027 West Phelps Road, Peoria, AZ 85382

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## Profile

Innovative and results-driven Blog Writer with over 5 years of experience crafting targeted content to drive engagement and conversions. Recognized for being a quick learner with an eye for detail, able to produce high-quality work under tight deadlines. Demonstrated ability to create catchy headlines, develop topic ideas, and write engaging copy that resonates with target audience. Experienced in using data analytics tools (e.g., Google Analytics) to measure blog performance and make necessary changes/adjustments accordingly.

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## Employment History

### Blog Writer at The Writer's Circle (California)

Mar 2022 - Present

- Increased traffic to their site by 20% due to the quality of their content.
- Got 100 more email subscribers because of the engaging nature of their writing.
- One of my articles go viral, reaching over 100,000 people in a day and generating hundreds or even thousands of social media shares.
- Built up a strong reputation.

### Freelance Blog Writer

Aug 2017 - Jan 2022

- Published X number of blog posts
  - Reached Y pageviews
  - Engagement rate of Z%
  - Helped increase traffic to site by A%
  - Wrote on average B words per post
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## Education

### Bachelor's in Communication. at Case Western Reserve University, Cleveland, OH

Aug 2012 - May 2017

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## Links

[linkedin.com/in/sierriabrough](https://www.linkedin.com/in/sierriabrough)

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## Skills

Content writing

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SEO Writing

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Copywriting

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Blogging

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Social Media Management

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Editing and Proofreading  Marketing

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## Languages

English

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Russian

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## Certificates

**Google Analytics Certification (GAC)**

Sep 2020

**Social Media Marketing Certification (SMMC)**

Jun 2019

**Copywriting Certification (CWC)**

Jan 2018