Nathaniel Price

Content Writer
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SUMMARY

Content writer with 5 years of experience in B2B SaaS and consumer subscriptions, writing SEO blog posts, email campaigns and landing pages. Grew organic blog traffic by 65% in one year and wrote the welcome email series that lifted trial-to-paid conversion by 12%. Comfortable researching unfamiliar topics and matching brand voice across formats.

EXPERIENCE

Content Writer — Ledgerline Software

Portland, OR · Mar 2023 – Present

- Wrote 60 SEO-optimized blog posts on accounting and small business topics, growing organic blog traffic by 65% in 12 months.
- Rewrote the 5-email welcome series for new trial users, lifting trial-to-paid conversion by 12%.
- Wrote and A/B tested landing page copy for 3 product launches, with the winning version raising signup rate by 18%.
- Interviewed 10 customers for case studies that sales now uses in 40% of enterprise deals, per CRM tracking.

Junior Content Writer — Mossbright Subscription Co.

Portland, OR · Jul 2021 – Feb 2023

- Wrote product descriptions for 300+ SKUs, following brand voice guidelines across a catalog that grew 4x during the role.
- Drafted the monthly newsletter sent to 50,000 subscribers, with open rates holding steady at 32% above the industry range cited internally.
- Wrote social captions and short-form copy for 5 platforms, supporting a campaign that added 8,000 new followers.

SKILLS

Writing: Blog posts, email campaigns, landing pages, case studies, product descriptions

SEO: Keyword research, on-page SEO, internal linking, content briefs

Tools: WordPress, Google Docs, Ahrefs, Google Analytics, Grammarly, Asana

Research: Subject matter interviews, competitor analysis, style guide adherence

CERTIFICATIONS

HubSpot Content Marketing Certification, 2022

EDUCATION

B.A. English, Portland State University, 2021

Fictional example by FindAJobAI: the person, employers and numbers are invented.