HELEN ANN WELLS

DIGITAL MARKETING SPECIALIST | SEO SPECIALIST | COPYWRITER

Atlanta, Georgia
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PROFESSIONAL SUMMARY

Creative and detail-oriented digital marketing professional with experience in SEO, copywriting, content strategy, website management, and digital content development. Experienced in creating engaging blog content, optimizing existing websites, conducting site audits, and managing client accounts within the travel and vacation industry. Skilled in developing user-focused content, improving search visibility, and supporting digital marketing initiatives. Combines strong writing, editing, communication, and problem-solving abilities with a background in customer service and hospitality.

PROFESSIONAL EXPERIENCE

BlueTent

SEO & Copywriting Specialist | Digital Marketing Specialist
May 2026 – November 2026

- Create engaging blog content and written materials tailored to client needs and target audiences within the travel and vacation industry.
- Manage client accounts and support ongoing digital marketing initiatives.
- Enhance existing websites by improving content quality, readability, organization, and SEO performance.
- Write and optimize website copy using SEO best practices and keyword research.
- Design, update, and maintain webpages using Drupal and WordPress.
- Conduct website audits to identify content, SEO, and website improvement opportunities.
- Support content strategy and digital marketing efforts to improve website performance and user experience.

Publix

Cashier | Barista | Bartender

May 2025 – May 2026

- Delivered friendly, efficient customer service in a fast-paced retail and hospitality environment.
- Processed customer transactions accurately and handled cash and various payment methods.
- Prepared and served beverages while maintaining quality, presentation, and service standards.
- Assisted customers with product questions, orders, and recommendations.
- Maintained clean, organized workstations and followed food safety and service guidelines.
- Balanced multiple responsibilities while maintaining a positive customer experience.

Apartments.com

Content Writer
August 2023 – November 2024

- Created multiple blog posts weekly for Renterv erse and Rental Manager.
- Conducted UX testing and analyzed user data to inform content development.
- Produced high-ranking, high-traffic articles for renters and landlords.
- Collaborated with SEO specialists, UX/UI designers, and product teams on product launches.
- Utilized SEMrush and Google Search Console to research keywords and optimize articles.
- Developed engaging, informative content aligned with SEO and audience needs.

Apartments.com

Customer Service Associate
May 2023 – August 2023

- Answered inbound calls from sales representatives, property managers, and renters.
- Provided technical support and assistance to Apartments.com customers.
- Helped resolve customer questions and concerns while maintaining professional communication.

Apartments.com | Homes.com

Content Writer Intern
June 2022 – May 2023

- Developed written content for Renterverse and Rental Manager blogs.
- Created the Homes.com Help Center.
- Assisted with social media management for Homes.com.

- Contributed to the development of customer support resources and digital content.
- Created and organized informational content to improve the customer experience.

EDUCATION

Georgia State University

2019 – 2023

Bachelor of Arts in English

- Concentration in Literature
- Minor in Journalism
- GPA: 3.9/4.0

SKILLS

- SEO & Copywriting
- Digital Marketing Strategy
- Content Creation & Content Marketing
- Blog & Article Writing
- Keyword Research
- Website Content Optimization
- Website Design & Management
- Website Audits
- Content Editing & Proofreading
- UX Writing & User Testing
- Social Media Management
- AI-Assisted Content Creation
- Client & Account Management
- Customer Service
- Written & Verbal Communication
- Leadership & Collaboration
- Spanish

TOOLS & TECHNOLOGIES

- **AI Tools:** Jasper Certification, ChatGPT, Gemini, Co-Pilot
- **SEO & Analytics:** SEMrush, Google Search Console, Ahrefs

- **Content Management Systems:** WordPress, Drupal
- **Design Tools:** Figma, Adobe Stock, Adobe Creative Cloud
- **Project Management & CRM:** Jira, Salesforce, Workday, Paycom
- **UX Research & Testing:** Maze Surveys, UserTesting, Cognito Forms
- **Productivity:** Microsoft Office 365, Google Workspace