

# ALLAIRE CONTE

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## EDUCATION

**Columbia University**  
MFA Nonfiction Writing  
2020

**Emerson College**  
BFA Writing, Literature,  
& Publishing  
2016

## SKILLS

**Expert:** SEMRush,  
Ahrefs, Heap, Search  
Console, Google  
Analytics, Excel,  
Writing, Editing, AP  
Style

**Proficient:** SQL, Looker

## CONTACT

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## PROFILE

Passionate writer with a background in multi-faceted content creation and SEO optimization. Skilled in ideating and executing content strategies that grow organic traffic, improve search visibility, drive conversions, and enhance the user experience. Demonstrated success in delivering measurable value to the business.

## EXPERIENCE

### **Lead Writer, Orchard; New York City, New York — 2022 - Present**

**Responsibilities:** Manage content calendar; ideate, write, and produce high performing landing pages, calculators, thought leadership, long-form guides, and webinars; own content research, execution, tracking, and reporting; manage a small team of freelancers and edit their work.

**Impact:** Helped drive our highest months ever for traffic and a 23% year-over-year increase in eligible leads. Awarded Marketing Culture Champ for outstanding cross-functional work.

### **Contributing Author, HomeLight; Remote — 2020 - 2022**

**Responsibilities:** Wrote SEO focused articles to drive keyword growth and traffic; revised existing articles to compete for high difficulty keywords; conducted regular interviews with industry experts to include in content and copy.

**Impact:** Articles consistently ranked among the highest for traffic and keyword growth.

### **Trust & Safety Analyst, Kickstarter; Brooklyn, New York — 2021 - 2022**

**Responsibilities:** Reviewed projects to ensure they were within org guidelines; wrote company policy and white papers on emerging trends in the field; owned Trust & Safety UX copywriting.

**Impact:** Revamped company moderation policies and wrote influential white paper on emerging NFT policy, overhauled Trust & Safety UX copy.

### **Lecturer, Borough of Manhattan CC; New York City, New York — 2019 - 2021**

**Responsibilities:** Taught courses in journalism, creative writing, essay writing, research, and English literature.

**Impact:** Consistently received outstanding teaching evaluations from students and department heads.

### **Fellow & Writing Consultant, Columbia University; New York City, New York — 2016 - 2019**

**Responsibilities:** Taught a foundation course on writing and research; consulted with writers, assisting with research and editing their work.

**Impact:** Consistently received outstanding teaching evaluations and was selected to mentor new instructors, provided support and intervention when necessary.