Annie Volpe

Content Writer & Copy Editor
Remote - Based in Pennsylvania | annie@volpeonline.com | annie.volpe.co | linkedin.com/in/annievolpe

PROFESSIONAL SUMMARY

Content writer and editor with 7+ years creating SEO-optimized web copy, long-form content in many subject areas, and social media for agency clients. Detail-oriented proofreader and fact-checker experienced with brand stylebooks and manufacturer compliance rules. Background in corporate HR communications brings a clear, audience-focused voice to every project.

CORE SKILLS

SEO Copywriting · Keyword Integration · Content Refreshes & Optimization · Copy Editing & Proofreading · Fact-Checking · Style Guide & Compliance Adherence · Social Media Content & Scheduling · Content Calendars
Tools: ClickUp · Trello · Duda · Microsoft Office · Google Workspace · ChatGPT · Gemini · PC & Mac

EXPERIENCE

Oostas | Lancaster, PA (Hybrid) — August 2023 – Present
Content Writer (Part-time)

- Write SEO-friendly website copy for small business clients in various industries, including law offices, medical practices, home services, retail, pharmaceutical, and hospitality
- Produce homepages, service pages, about pages, landing pages, product pages, user decision guides, and blog posts that match each client's brand voice and target keywords
- Create internal marketing materials for Oostas site
- Deliver on deadline, managing projects and revisions in ClickUp
- Meet with clients to discuss content strategy and ensure goal alignment
- Collaborate with SEO and design teams when needed to meet project objectives
- Leverage AI to generate comprehensive outlines that match the content brief direction

Stream Companies | Remote — February 2019 – April 2023
Inbound Copywriter (Part-time), June 2022 – April 2023

- Wrote SEO-optimized content for automotive dealership clients, including vehicle reviews, model comparisons, homepage copy, and service FAQs
- Refreshed and expanded high-performing pages flagged for updates
- Built monthly content calendars and wrote, sourced images for, and scheduled posts across Facebook, X (Twitter), and Instagram for client accounts using AgoraPulse
- Followed the internal stylebook and individual manufacturer compliance requirements on all content

Digital Proofreader (Part-time), February 2019 – June 2022

- Proofread and edited homepages, about pages, service pages, landing pages, and blogs for accuracy, grammar, punctuation, clarity, and overall structure
- Fact-checked vehicle specifications, features, and awards against manufacturer materials and trusted automotive sources
- Made sure all copy met the agency stylebook and client/manufacturer compliance rules before publication
- Promoted to Inbound Copywriter based on editorial quality and product knowledge

EARLIER CAREER: HUMAN RESOURCES

Human Resources Generalist | McCabe, Weisberg & Conway, PC | Philadelphia, PA — 2016 – 2017

- Wrote and distributed firm-wide communications on policy changes and announcements to employees across 7 offices
- Co-wrote job descriptions with department leaders; managed annual reviews and full-cycle recruiting

Junior Human Resources Generalist | People 2.0 | West Chester, PA — 2015

- Researched paid sick leave laws by state and wrote plain-language FAQ guides for each law, tracking legislative updates
- Proofread job descriptions and wrote job postings for CareerBuilder, Monster, and Facebook

Human Resources Coordinator | White & Williams LLP | Philadelphia, PA — 2012 – 2015

- Wrote intranet announcements on firm events, new policies, and procedures; proofread Open Enrollment materials
- Coordinated onboarding, personnel records, and firm-wide staff events

Assistant to the President / Marketing Administrative Assistant | The Center for Professional Education | Broomall, PA — 2011 – 2012

- Proofread ad copy for company newsletters and brochures

EDUCATION
Bachelor of Arts in Communication: Public Relations