



AMY McGRATH

Content Strategy Specialist

Gildersome, West Yorkshire
07426039815
amy.barkerppc@gmail.com
www.amymcgrath.co

CERTIFICATIONS

- Google Ads Certified
- GA4 & Analytics Certified
- Meta Ads / Blueprint
- Microsoft Ads Certified

CORE CONTENT SKILLS

- SEO Blog Writing
- AEO & GEO Content Strategy
- Conversion Copywriting
- Ad Copywriting
- Meta Ads & TikTok Ads
- Product Descriptions
- Website & Service Copy
- Landing Page Design & Development
- Social Media Content (TikTok, Instagram, Facebook)
- Content Briefs & Outlines
- Keyword Research
- Content Refresh & Audits
- Proofreading & QC
- CV & Cover Letter Writing

SEO & KEYWORD TOOLS

- SEMrush, Ahrefs, Moz
- Screaming Frog
- Google Search Console
- Bing Webmaster Tools
- AlsoAsked, AnswerThePublic
- LowFruits, KWFinder
- Keywords Everywhere
- Ubersuggest, Mangools

ANALYTICS & REPORTING

- GA4 & Google Tag Manager
- Looker Studio
- Microsoft Clarity
- PageSpeed Insights / GTmetrix
- Google Business Profile

CRO & UX TOOLS

- Hotjar, Crazy Egg, FullStory
- VWO, Optimizely
- Unbounce, Instapage
- Heatmaps & Scroll Maps

AD PLATFORMS

- Google Ads & Performance Max
- Meta Ads Manager
- TikTok Ads
- Microsoft / LinkedIn Ads
- Pinterest, Reddit Ads
- Amazon Ads

CONTENT & WORKFLOW

- WordPress, Shopify, WooCommerce
- Google Docs / Sheets / Word
- Canva, Grammarly, Hemingway
- Notion, Trello
- ChatGPT, Claude AI

PROFESSIONAL SUMMARY

Self-taught SEO content and ad copy strategist with 3+ years of experience across freelance and contract content strategy, SEO blog writing, website copy, product descriptions, CV writing and paid media support. Google-certified and commercially minded, with hands-on experience shaping search-led content, ad messaging, campaign angles and conversion-focused website copy across property, trades, beauty, skincare, supplements and professional services. Recently expanded into landing page development and social media content, broadening delivery across web and social channels.

Known for clear research, fast delivery, strong quality control and practical content that supports visibility, enquiries, engagement and sales.

CONTENT SPECIALISMS

SEO & Search Intent: Keyword research, primary and secondary keyword use, search-aware headings, FAQs, blog outlines, content briefs, article structures, content refreshes.

AEO & GEO Content: Answer-led copy, question-led sections, clear definitions, service-page FAQs, summary-led writing, entity and context-aware content for modern search visibility.

Conversion Copywriting: Product descriptions, ad copy, website copy, service-page copy, CTAs, benefit-led messaging, audience-specific angles, persuasive and clear copy.

Editing & QC: Proofreading, tone matching, formatting, consistency checks, content clean-up, deadline-led delivery, fast research and practical rewriting.

FREELANCE & CONTRACT EXPERIENCE

SEO Blog Content Writer

Ecigone | Remote — Freelance / Contract

- Produce SEO-led blog content on a 20 hours/week retainer, covering the full process from keyword research through to structured, published articles.
- Carry out keyword research to identify target terms and shape article angles, headings and structure.
- Maintain a consistent publishing cadence to support ongoing organic visibility.

Web Developer — Landing Pages

Agillio | Remote — Freelance / Contract

- Build and develop landing pages on a 16 hours/week contract.
- Support campaign and conversion goals through page structure, layout and on-page content.

Brand & Social Media Content

M.I.A Beauty | Remote — Freelance / Contract

- Manage brand recognition and social media content on a 10 hours/week contract, across TikTok, Instagram and Facebook.

SEO Blog Writer

Safe Let Groups | Leeds, West Yorkshire — Freelance / Contract

- Produce five SEO-focused blog articles per week from topic research through to fully structured, reader-friendly copy.
- Shape search-aware headlines, subheadings and article structures to support relevance, readability and organic search performance.
- Research property, lettings, landlord and tenant topics — turning practical information into useful content for real customer questions.

EDUCATION

Spen Valley High School

A Levels: Health & Social Care,
Mathematics, Science
GCSEs: Maths, English, Science,
H&SC, Resistant Materials

REFERENCES

References Available Upon
Request

- Maintain quality across a consistent weekly publishing schedule working to tight content deadlines.
- Increased local organic search traffic by 316% in 4 months through consistent, search-intent-led blog output targeting landlord and tenant queries.
- Grew blog page impressions from under 400 to 6,200+ per month via targeted long-tail keyword strategy.

Meta & Google Ads Content Manager

Ravens Agency | Remote — Freelance / Contract

- Set up and manage Meta and Google Ads activity across campaign structure, audience targeting, scheduling, ad copy and creative refreshes.
- Monitor live campaign delivery and make optimisation updates to improve relevance, reach, engagement and ROAS.
- Refresh ad messaging and creative angles so campaigns stay current, audience-focused and aligned with the offer.
- Adjust targeting, timing and campaign settings based on performance signals, goals and audience behaviour.
- Improved average CTR by 38% across active Meta campaigns through regular ad copy refreshes and audience refinement.
- Reduced cost-per-lead by 27% on Google Ads accounts by tightening keyword match types and improving landing page alignment.

SEO Content Writer

Bobby Blakes | Leeds, West Yorkshire — Freelance / Contract

- Write SEO-informed blogs and on-page website content for roofing and trades audiences — making service information clear, useful and persuasive.
- Research search topics, competitor content and customer FAQs to shape article angles and page sections.
- Adapt tone and structure for homeowners and trade audiences who need straightforward advice and confidence in the provider.
- Produced Meta ad copy and campaign creative to support lead generation — writing audience-targeted ads across awareness and conversion objectives.
- Drove a 74% increase in organic sessions within 3 months through targeted trades-focused blog content and on-page optimisation.
- Improved average Google ranking position by 12 places across core roofing service keywords through structured content and internal linking.

Content Strategist & Digital Marketing Assistant

2026

Cult Beauty | Remote — Freelance / Contract

- Developed ~10 content strategies per month across Cult Beauty's product range, shaping messaging, angles and structure.
- Assisted in Google Ads campaign creation contributing to ad copy, keyword targeting and campaign direction.
- Produced Meta ad copy and creative angles for product campaigns — writing audience-specific ads across awareness, consideration and conversion objectives.
- Content and advertising activity contributed to increased foot traffic and conversions, demonstrating commercial impact.
- Supported a 22% uplift in product page engagement through benefit-led copy rewrites and clearer CTA structures.
- Content strategies contributed to a measurable increase in add-to-cart rate across featured product lines during campaign periods.

CV Writer

CV People UK | Remote — Freelance / Contract

- Produced ~10 tailored CVs and cover letters per week for clients across industries, career levels and target roles.
- Translated each client's experience into compelling, recruiter-focused copy shaping summaries and role descriptions around their target role.
- Managed multiple client briefs simultaneously delivering polished documents consistently and to deadline.
- Maintained a 98% on-time delivery rate across 300+ documents produced over the contract period.
- Received consistent 5-star client feedback for document clarity, tone accuracy and turnaround speed.

Content Strategist & Copywriter

Flow Fuel | Remote — Freelance / Contract

- Wrote product descriptions and ad copy for ~50 supplement products — turning ingredient and benefit information into clear, conversion-focused copy.

- Developed content strategies for brand growth, product launches and audience engagement across digital channels.
- Content and advertising output contributed to products selling out and a measurable increase in foot traffic.
- Product description rewrites improved add-to-cart rate by an estimated 18% through clearer benefit messaging and stronger CTAs.

Meta Ads Copywriter

Raw Stitch Co | Remote — Freelance / Contract

- Created Meta ad copy and creative angles for fashion and lifestyle campaigns — writing scroll-stopping hooks, body copy and CTAs tailored to target audiences.
- Developed multiple ad variants per campaign to support A/B testing across awareness and conversion objectives.
- Worked closely with creative direction to ensure copy aligned with brand voice and visual messaging.
- Meta ad copy contributed to a 4.6x ROAS during the core campaign period, up from a baseline of 1.8x at campaign launch.

SEO Content Writer & Product Copywriter

Tropic Skincare | Remote — Freelance / Contract

- Produced weekly SEO-optimised blog content covering skincare trends, new product launches and industry topics.
- Conducted independent keyword research to identify search terms, shape article angles, headings and on-page structure.
- Contributed to a 4-position improvement in Google rankings across targeted search terms through consistent, search-aware content output.
- Grew organic blog traffic by 58% over 5 months through consistent publishing cadence and search-intent-led article structures.
- Product description copy contributed to a 12% uplift in conversion rate on newly launched product pages versus existing range.

ADDITIONAL EMPLOYMENT HISTORY

Sewing Machinist

Winnicare | Leeds, West Yorkshire

- Assembled harness straps for care home and hospital use, maintaining quality control standards in a safety-conscious production environment.

Warehouse Operative

Belle Lingerie | Cleckheaton

- Picked, packed and processed orders using scanning systems, managed incoming deliveries and supported warehouse functions to meet daily targets.

Process Operator

PPG | Batley

- Operated taping, sleeving and packing processes for Amazon distribution; progressed into admin support managing shipment orders and pallet loading.

Sewing Machinist

John Cotton | Mirfield

- Worked across pillows, wadding, duvets and end-of-line packing, stepping into supervisory cover when needed.

Picker / Packer

Dibor | Ravensthorpe

- Picked and packed customer orders accurately, printed labels and arranged international and next-day deliveries.

Customer Service Assistant

Mecca Bingo | Dewsbury

- Delivered front-of-house customer service across reception, bar, food service and sales.