

# Katie J. Egan

[www.katiejegan.com](http://www.katiejegan.com)

## Contact

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24680 Windward Blvd.,  
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## Education

Florida Gulf Coast University

- Fort Myers, Florida

- B.A. in Communication with a minor in Journalism.

## Relevant coursework:

- **Communication:** Theories of Communication; Rhetorical Criticism; Principles of Rhetoric and Argumentation; Gender Communication; Nonverbal Communication; Listening Theory; Ecological Communication and Public Speaking.
- **Journalism:** News Literacy; News Reporting and Writing; Writing for a Mass Audience; Grammar; Photojournalism; Media Law and Ethics. Audio and Visual Journalism; Deadline Journalism; News Production and History of U.S. Journalism.

## Experience

**SEO Specialist** **July 2017–Present**  
**DyGen Digital Marketing, Cape Coral, Florida**

- Optimizes websites using MOZ, Google Search and other programs.
- Creates 30, 60 and 90-day SEO action plans.
- Communicates directly with clients and provides updated quarterly reviews on SEO progress.
- Delegates landing page and blog topics to the copy team.

**Content Specialist** **Oct. 2016–July 2017**  
**Dealer.com, Fort Myers, Florida**

- Wrote creative and SEO-friendly content for automotive companies across the U.S. including home pages, finance applications and premium blog posts about dealership events, specials and industry news.

**News Reporter** **Jan. 2016–July 2016**  
**Naples Herald, Naples, Florida**

- Compiled crime briefs from daily arrest reports.
- Covered breaking news, Collier County and the city of Naples.
- Shot videos and photos for news stories.
- Responsible for 10-12 stories a week.

**Associate Multimedia Features Reporter** **Oct. 2014–Nov. 2015**  
**Naples Daily News, Naples, Florida**

- Wrote an investigative enterprise story on cyber stalking.
- Wrote two weekly columns: Art News and FYI-Food in Neapolitan section.
- Also was responsible for compiling calendar briefs for "In The 239" entertainment magazine.
- Proficient in video news packages.
- Worked as a part-time cops and general assignment reporter.

**Features Intern** **Feb. 2014–Oct. 2014**  
**Naples Daily News, Naples, Florida**

**SEO Content Writer** **Dec. 2013–Aug. 2014**  
**REfindly, Estero, Florida**

- Researched top keywords and wrote meta descriptions for REfindly's blog on WordPress.
- Wrote original content picked up by Google that ranked on page one in Google's Search Engine Results Page.

**SEO Content Writer and Social Media** **March 2013–Dec. 2014**  
**bistroMD, Naples Florida**

- Was responsible for most SEO content on bistroMD.com and worked closely with the marketing team to develop brand identity.
- Learned Google Analytics and content management system, Dot Net Nuke.