

RYAN TRONIER

CONTENT MANAGER • SEO EDITOR • COPYWRITER



CONTACT

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- www.ryantronier.com

PROFILE

I collaborate with talented teams of writers and developers to create enduring digital content that connects with passionate audiences. Learn more about my experience with SEO, copywriting, email, and content at ryantronier.com.

EDUCATION

BS Communication

University of Utah
1998 to 2004

BYLINES

- [MuckRack](#)
- [The Mortgage Reports](#)
- [The Drive](#)
- [Yahoo Money](#)
- [Yahoo News](#)
- [Slickdeals](#)
- [Task & Purpose](#)
- [Retailist](#)

IN THE PRESS

- [Business Insider](#)
- [Realator.com](#)
- [The Sun](#)
- [GoBankingRate](#)
- [Fox News](#)
- [WFMZ-TV](#)

EXPERIENCE

FREELANCE FINANCIAL SEO MANAGER

Masthead Media | 2023 to Present

Remote

I conduct ongoing keyword research and track SERP performance for [Masthead Media's](#) financial clients, including Prudential and American Century. Additionally, I work with clients to quantify their SEO goals and strategies.

FREELANCE SEO EDITOR

The Mortgage Reports (Full Beaker) | 2021 to Present

Remote

I model organic traffic potential for existing content, identify search queries that align with [The Mortgage Reports'](#) domain authority, and optimize accordingly to increase keyword positioning and search visibility. Additionally, I track performance data including organic sessions, conversions, and SERP rankings for SEO content.

FREELANCE SEO WRITER AND SEO EDITOR

Leaf Group | 2019 to Present

Remote

I conduct ongoing keyword research and optimize existing content to expand performance through organic search. I also write original, keyword-rich copy for several [Leaf Group](#) brands.

FREELANCE HOME FINANCE WRITER

The Drive | 2022

Remote

I wrote a set program of educational content that explored the technical details of automotive insurance for various industries, states, buyers, and types of vehicles.

CERTIFICATIONS

HubSpot Academy

Content Marketing

Certification

Nov 2020

Google Analytics Academy

Google Analytics 360

Certification

June 2020

FREELANCE PERSONAL FINANCE WRITER

Task & Purpose | 2022

Remote

I wrote a series of informational articles about financial services and benefits available to U.S. military veterans and active-duty service members.

FREELANCE PERSONAL FINANCE WRITER & SEO EDITOR

Slickdeals | 2021 to 2022

Remote

I wrote content about rewards credit cards, deposit accounts, cryptocurrency exchanges, brokerage accounts, credit scores, and other financial services. I also served as an SEO editor for Slickdeals personal finance vertical, [Slickdeals Money](#).

SENIOR PERSONAL FINANCE CONTENT MANAGER

Slickdeals | 2019 to 2021

Los Angeles, California

I created and led a personal finance vertical for [Slickdeals](#)' content marketing team where I drove over \$3 million in affiliate revenue by leveraging organic traffic and email referrals. I also managed an email distribution list of over 800,000 subscribers, and I increased organic affiliate revenue 175% YoY.

SENIOR CONTENT MANAGER AND EDITOR

Truth Company | 2018 to 2019

Boulder, Colorado

I modernized the content marketing strategies for two health-and-wellness brands: [UMZU](#), an organic nutrition retailer, and [Kinobody](#), an all-natural fitness program.

SENIOR CONTENT MANAGER

Leaf Group | 2016 to 2017

Santa Monica, California

I developed and led content strategies for three brands and drove advertising revenue to \$8 million annually by leveraging 11 million monthly sessions combined. Additionally, I managed an email distribution list of ~200K and spearheaded an SEO initiative that grew organic visits 85% YoY. See examples of my accomplishments with the brands that I worked with: [Cuteness](#), [Sapling](#) and [Techwalla](#).