

Baruh Benjamins

Senior Content Writer / Copywriter

United States | baruhbenjamins@gmail.com

Senior content writer and copywriter with 14+ years of experience, including 7+ years producing content for marketing agencies across various industries, including healthcare, IT, real estate, finance, and more. Transforms complex technical subject matter into clear, authoritative content aligned with client voice and audience needs.

Professional Experience

Paradox Marketing | Freelance Content Writer / Copywriter | 2021 – 2026

- Produced long-form content including blog articles, service pages, and product pages for clients in healthcare, medical technology, IT/networking, real estate, environmental services, and more
- Wrote to technical depth on complex topics, including compounding pharmacy compliance and IT infrastructure, while keeping content accessible and actionable
- Wrote SEO-driven blog content and service pages for Paradox Marketing's own website, covering agency services and digital marketing topics
- Adapted tone and structure to align with the brand voice, style guide, and target audience of each client
- Leveraged AI-assisted tools to support research and drafting while maintaining editorial accuracy and originality

SMB Advisors | Freelance Content Writer / Copywriter | 2019 – 2021

- Served as primary content writer for agency client accounts spanning finance, lending, real estate, software, HR/payroll, management consulting, and more
- Produced SEO-driven blog content, service pages, and landing pages designed to support organic visibility and lead generation
- Wrote blog content and service pages for SMB Advisors' own website
- Managed full content process independently — from keyword research, topic development, and outlining through final draft — without AI tools

Textbroker, Zerys, Constant Content | Freelance Content Writer | 2012 – 2020

- Produced short- and long-form SEO content for a wide range of clients across diverse industries and business types
- Maintained consistent quality and delivery standards while meeting varied editorial guidelines and client expectations

Core Competencies

Long-Form Content • Technical & Complex Subject Writing • SEO & Search Intent Optimization • Brand Voice Adaptation • Conversion Copywriting • Service, Product & Landing Pages • eBooks & Guides • Research & Editorial Accuracy • AI-Assisted Research & Drafting • Multi-Industry Experience

Tools & Platforms

Google Docs • Microsoft Office • Grammarly • Hemingway Editor • WordPress • Semrush • Ahrefs • ChatGPT • Google Gemini • Jasper • Claude • NotebookLM • Asana • ClickUp • Slack

Education

BFA, Film & Television — Savannah College of Art and Design

Certifications

Content Marketing Certified — HubSpot Academy

SEO Essentials with Semrush — Semrush Academy

AI Visibility Essentials with Semrush — Semrush Academy