

Baruh Benjamins

Senior Content Writer / SEO Writer

United States | baruhbenjamins@gmail.com

Senior content writer and SEO writer with 14+ years of experience. Spent 7+ years working with marketing agencies, producing content across healthcare, IT, real estate, finance, and other industries. Capable of turning complex technical subject matter into clear, easy-to-understand content aligned with client voice and audience needs.

Professional Experience

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

- Produced SEO content including long-form 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

SMB Advisors | Freelance Content Writer / SEO Writer | 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

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 • Multi-Industry Experience

Tools & Platforms

Google Docs • Microsoft Office • Grammarly • Hemingway Editor • Page Optimizer Pro • Semrush • Ahrefs • 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