

# Allaire Conte

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## PROFESSIONAL SUMMARY

Experienced copywriter, content strategist, and editor with a demonstrated track record of crafting engaging copy and driving strategic initiatives to meet business objectives. Proven proficiency in collaborating with design, product, and development teams to deliver clear and concise digital experiences. Skilled in copywriting, SEO strategies, data analysis, and cross-functional project management. Excels in transforming complex concepts into compelling content and leading teams to success.

## EDUCATION

### **Columbia University, New York City, New York**

Master of Fine Arts, Nonfiction Writing | 2020

- Awarded prestigious Undergraduate Writing Program Teaching Fellowship

### **Emerson College, Boston, Massachusetts**

Bachelor of Fine Arts, Writing, Literature, & Publishing | 2016

- Summa Cum Laude
- Deans's List
- Gold Key Honor Society

## EXPERIENCE

### **Deputy Editor | Forbes Marketplace, CNN Underscored | 2023 - PRESENT**

- Launched home services vertical for white label client, CNN Underscored Money. Built out production processes, reporting dashboards, and fact-checking policies; recruited and onboarded freelance team and advisory board.
- Manage a team of 15 subject matter experts to produce 40+ SEO-focused articles per month. Edit and fact-check content; provide feedback to writers; and manage invoicing and budgets.
- Serve as project manager, leading cross-functional projects between teams at Forbes and CNN.

### **Lead Writer | Orchard Real Estate | 2022 - 2023**

- Conceptualized and executed strategic initiatives to increase qualified leads by 30% through the creation of engaging landing pages, calculators, data reports, and thought leadership.
- Built out reporting processes to glean full-funnel performance of content; analyzed campaign performance, providing actionable insights that increased website traffic by 20%.
- Managed cross-functional projects, serving as a content expert for strategy, execution, and reporting.

### **Contributing Author | HomeLight | 2020 - 2022**

- Produced SEO-driven articles that secured high-ranking keywords, driving over 80,000 unique views.
- Conducted regular interviews with subject matter experts, incorporating their insights into content and copy.

### **Trust & Safety Analyst | Kickstarter | 2021 - 2022**

- Crafted company policies and whitepapers, enhancing user experience through effective copywriting and clear communication.

### **Adjunct Lecturer | Borough of Manhattan Community College | 2019 - 2020**

- Instructed diverse courses in journalism, creative writing, essay writing, research, and English literature, consistently earning outstanding teaching evaluations.

### **Teaching Fellow & Writing Consultant | Columbia University | 2017 - 2019**

- Instructed comprehensive writing and research courses.
- Provided personalized mentoring to writers, enhancing research capabilities and improving written work quality.

## SKILLS

- SEO tools (SEMrush, Ahrefs, GSC)
- Analytics tools (Looker, Heap, GSC)
- Programming languages (SQL, HTML)
- Project management (AirTable, Asana)