# DAN BERGET

Copywriter & Digital Content Strategist | SACRAMENTO, CA
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## PROFESSIONAL SUMMARY

Strategic Copywriter and Content Strategist with over 7 years of experience driving organic growth for enterprise e-commerce and B2B brands. Proven track record in executing high-volume content operations, managing complex CMS migrations, and leading editorial workflows. Expert at leveraging data-driven SEO and AI-integrated workflows to enhance brand authority and conversion performance.

## CORE COMPETENCIES

- **Strategy & SEO:** Content Strategy and Architecture, Search Engine Optimization (SEO), Keyword Research, Digital Marketing, Brand Voice and Localization, Editorial Leadership
- **Tools & CMS:** WordPress, Adobe Experience Manager (AEM), inRiver (PIM), Google Analytics, Google Search Console, Semrush, Screaming Frog, Conductor
- **Operations & Collaboration:** Project Management, Asana, Monday.com, ClickUp, Figma, Canva, AI Prompting (ChatGPT, Claude, Gemini)

## EXPERIENCE

**Copywriter | Inszone Insurance Services | Remote**
**September 2024 – Present**

- Drive a comprehensive, multi-channel B2B and B2C content strategy, translating complex, highly regulated concepts into accessible, conversion-driven web content.
- Produce over 100 long-form blog articles annually across five distinct brand verticals, managing the editorial calendar from ideation to publication.
- Manage official communications for national corporate expansion, conducting executive interviews and drafting formal AP style M&A press releases for distribution on Business Wire.
- Develop site-wide web copy, high-converting monthly newsletters, and targeted social media ad campaigns to support full-funnel marketing initiatives.
- Leverage advanced WordPress workflows and integrate AI tools to scale production while maintaining strict editorial standards and brand consistency.

**SEO Content Specialist | Shipt (Contract) | Remote**
**March 2024 – September 2024**

- Crafted engaging, strategically tailored content to meet strict SEO goals across multiple sections of the digital platform to support national market expansion.
- Developed highly localized landing page copy for major cities across the U.S., capturing the unique culture and shopping preferences of each target market.
- Ensured all content was highly optimized for search engines while maintaining a cohesive brand voice, directly improving the brand's organic online visibility.

**Content and Product Copywriter | Dollar General (Contract) | Remote**
**January 2024 – September 2024**

- Executed high-volume content strategies for enterprise category pages, utilizing Adobe Experience Manager (AEM) and inRiver (PIM) to manage and publish site-wide updates.
- Crafted compelling product descriptions, scannable FAQs, and snappy headlines for high-traffic landing pages, bridging the gap between diverse product offerings and consumer needs.
- Conducted rigorous keyword research and SEO optimization to capture featured snippets, improve organic search rankings, and boost e-commerce sales.
- Collaborated closely with cross-functional merchandising and marketing teams to ensure content alignment with broader business objectives.

**SEO Copywriter | Lumens | Hybrid (Sacramento, CA)**
**December 2021 – January 2024**

- Took ownership of the organic search strategy, utilizing Conductor and Semrush for thorough keyword research to ensure content met rigorous brand standards while driving traffic and conversions.
- Managed the platform migration and comprehensive rewrite of over 60 blog articles during a major corporate rebranding initiative.
- Crafted 100+ pieces of high-performing SEO content for top-level category architecture and faceted landing pages.
- Wrote engaging brand narratives, designer biographies, and daily email marketing copy for both consumer and B2B trade campaigns.

**Product Content Publisher | Lumens | Hybrid (Sacramento, CA)**
**June 2019 – December 2021**

- Authored over 8,000 high-quality product descriptions for a premier online luxury retail platform, consistently meeting demanding daily production quotas.
- Served as acting editor, overseeing and refining the daily workflow of a five-person writing team to guarantee strict adherence to brand style guides.
- Analyzed complex technical product specifications to ensure precise and accurate website listings that drove consumer trust and reduced return rates.

## EDUCATION

**Bachelor of Arts, English Language and Literature**
California State University, Sacramento
May 2018

## CERTIFICATIONS

Google Analytics Certification, Google (2026)
Writing and Editing: Word Choice and Word Order, University of Michigan (2022)
AI Fundamentals, Google (2026)
AI for Brainstorming and Planning, Google (2026)