

BENJAMIN LYSO

CONTENT WRITER

CONTENT CREATION | CONTENT MARKETING | GENERAL WRITING

I am seeking a position in which I can utilize my content creation skills to help clients tell their unique brand stories, speak to their customers, and boost their bottom line through effective, targeted content marketing.

RESULTS

- Wrote content for B2B and consumer blogs that have amassed over 30,000 views and counting.
- Utilized SEO strategies and proper keyword research to ensure optimum view counts and visibility.
- Honed the ability to write in the voice and tone of the client and/or publication.
- Conducted intensive research to develop content based on interests of target market.

SKILLS AND EXPERTISE

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|----------------------|---------------------------|-----------------------|
| • Content creation | • Content Management | • Brand Awareness |
| • Project management | • Copywriting | • Wordpress Design |
| • SEO | • Social Media Strategies | • Editing & Proofread |
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PROFESSIONAL EXPERIENCE

FREELANCE WRITER

08/2018-Present

WRITER/CONTENT CREATOR

- Wrote content for B2B publications and consumer blogs that have amassed over 30,000 views and counting.
- Utilized SEO strategies, proper keyword research, and content management systems to ensure optimum view counts and visibility.
- Honed editorial skills and the ability to write in the voice and tone of the client and/or publication.
- Developed content based on interests of target market.
- Maintained a consistency to meet deadlines.
- Promoted engagement by interacting with commenters.
- Utilized my entrepreneurial skills to treat my freelance writing as a business, continually pitching new clients, keeping a balance sheet for personal revenues and expenses, and constantly learning new skills to aid the client.

ENTERPRISE HOLDINGS, HOUSTON, TX

07/2018-04/2020

Multi-national car rental company

FLEET COORDINATOR

- Oversaw the vehicle repair process for roughly 200 vehicles a week that returned from rental with damage at IAH airport.
- Cultivated and maintained strong relationships with body shops and other vendors leading to

decreased vehicle down time and overall cost savings.

- Communicated directly with branch managers, regional directors, and other essential employees to relay accurate information throughout the repair process.

ENTERPRISE HOLDINGS, HOUSTON, TX**01/2017-07/2018***Multi-national car rental company***ASSISTANT BRANCH MANAGER**

- Increased branch profit \$50,000 monthly from previous year while growing vehicle fleet 10% and maintaining 87%+ completely satisfied customer service score
- Oversaw the training and development of over 10 new employees leading to four assistant manager promotions under my guidance.
- Ranked in the top 15% of 60-80 regional assistant branch managers monthly based on sales, customer service, employee development, and fleet growth.
- Cultivated 3 new business agreements a month from body shops, dealerships, and hotels in the area by developing a “all hands on deck” teamwork approach, empowering employees to go on sales calls and letting their positive attitude and passion shine for potential clients.
- Developed the ability to help both English and Spanish speaking customers by learning Spanish in my free time and picking up on daily interactions.

EDUCATION**UNIVERSITY OF MINNESOTA - DULUTH****2011-2015****DEGREE** Entrepreneurship BBA