

# Mirl Zbiegien

## Content Writer

Experienced Content Writer with three years of crafting engaging, SEO-driven content. Proven track record of enhancing brand visibility and reader engagement. Adept at diverse topics, meeting tight deadlines, and adapting tone to target audiences effectively.

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(889) 215-2407 

Jersey City, NJ 

### Education

#### Bachelor of Arts in Creative Writing at Rutgers University, NJ

Oct 2017 - May 2022

Relevant Coursework: Fiction Writing, Poetry Workshop, Creative Nonfiction, Literary Theory, Screenwriting, and Contemporary Literature.

### Links

[linkedin.com/in/mirlzbiegien](https://www.linkedin.com/in/mirlzbiegien)

### Skills

SEO Optimization



Google Analytics



WordPress



Content Strategy



Copywriting



Grammarly



### Languages

English



Indonesian



## Employment History

### Junior Content Writer at HubSpot, NJ

Jun 2025 - Present

- Crafted and optimized over 45 blog posts per quarter, increasing organic traffic by 27% in six months through targeted keyword integration and compelling storytelling.
- Collaborated with a cross-functional team of designers and marketers to revamp the company's newsletter, boosting open rates by 19% and click-through rates by 22%.
- Spearheaded a content audit project that streamlined existing assets, resulting in a 15% reduction in redundant materials and enhancing overall content accessibility.

### Content Intern at Grammarly, NJ

May 2022 - May 2025

- Assisted in the creation and editing of over 150 content pieces, leading to a 23% increase in user engagement across Grammarly's blog and social media platforms.
- Collaborated with the marketing team to streamline content distribution processes, reducing publication time by 18% through improved workflow coordination.
- Conducted comprehensive research for upcoming projects, resulting in a 30% boost in content relevance as measured by audience feedback surveys.
- Led a cross-functional initiative to enhance SEO strategies, achieving a 40% rise in organic search traffic within three months.

## Certificates

### SEO Content Writing Certification

May 2024

### Content Marketing Strategy Certification

May 2023

## Memberships

American Society of Journalists and Authors

Content Marketing Institute