

DIAN OSTERBAUER

Freelance Writer

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(104) 552-2143

Waterbury, CT



PROFILE

Strategic freelance writer with 8 years of experience, blending creativity and analytical skills to deliver impactful content. Expertise in crafting compelling narratives, driving engagement, and aligning with client goals. Skilled in adapting tone and style to diverse audiences.

LINKS

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

SKILLS

SEO Strategy

Content Architecture

Analytics Insight

Brand Storytelling

Market Research

Audience Engagement

Trend Forecasting

LANGUAGES

English

Bengali

HOBBIES

Photography

Gardening

Cooking

EMPLOYMENT HISTORY

Senior Writer at Upwork, CT

Apr 2025 - Present

- Spearheaded a team of 12 writers, enhancing productivity by 27% through strategic content planning and streamlined editorial processes.
- Pioneered a cross-departmental initiative that increased client satisfaction scores by 32%, leveraging data-driven insights to refine content strategies.
- Led the development and execution of high-profile projects, resulting in a 45% increase in repeat business and contributing significantly to annual revenue growth.

Content Writer at Fiverr, CT

May 2021 - Mar 2025

- Spearheaded the development of over 250 high-impact content projects, boosting client engagement by 45% through strategic storytelling and targeted messaging.
- Led a team of 10 freelance writers, enhancing productivity by 30% through effective mentorship and streamlined workflow processes.
- Orchestrated content strategies for diverse industries, resulting in a 60% increase in repeat business from satisfied clients.
- Implemented data-driven content revisions that improved SEO rankings by an average of 35%, elevating visibility across multiple platforms.
- Negotiated project terms with international clients, securing contracts that increased revenue streams by approximately \$85,000 annually.

Junior Writer at Freelancer, CT

Apr 2017 - Apr 2021

- Spearheaded content strategy for multiple projects, increasing client engagement by 27% through compelling storytelling and targeted audience insights.
- Collaborated with cross-functional teams to produce high-impact articles, resulting in a 35% boost in website traffic over six months.
- Managed a team of freelance writers, enhancing productivity by 32% while maintaining high editorial standards and meeting tight deadlines.

EDUCATION

Certificate in Creative Writing at Wesleyan University

Oct 2012 - May 2017

Relevant Coursework: Fiction Writing, Poetry Workshop, Screenwriting Fundamentals, Creative Nonfiction, Literary Analysis, and Editing Techniques.