

# MATEJA LANE

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Senior content leader with 8+ years of experience building and scaling SEO-driven content programs, editorial operations, and cross-functional marketing initiatives. Proven track record of increasing audience growth, managing teams, and aligning content strategy with business, brand, and sales objectives across agency and in-house environments.

## EXPERIENCE

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### B2B Copywriter

Dec. 2024 - Jan. 2026 | MOBE | Reno, NV

- Partnered with sales & marketing teams to develop B2B content and sales enablement materials supporting lead generation & conversion goals
- Created segmented monthly email newsletters tailored to B2B audience personas, improving engagement & messaging relevance
- Ideated quarterly content strategy planning & execution, presenting to cross-functional stakeholders

### Digital Content Strategy Manager

July 2022 - Nov. 2024 | Inkhouse | Remote/San Francisco

- Led content & SEO strategy for multiple clients, aligning editorial programs with PR, media, & brand initiatives
- Designed & facilitated agency-wide SEO & content trainings to standardize best practices
- Developed integrated content strategies that increased client visibility, engagement, & earned & paid media performance (ex: grew a banking client's SEO performance by 4%; keyword rankings by 11.49% in one year)

### Content Manager

July 2019 - June 2022 | RhinoHub | Reno, NV

- Owned content marketing, SEO, & paid media strategies for client portfolios, driving measurable growth in site traffic & engagement
- Built & led PR and content departments, overseeing strategy development, execution, & performance reporting

### Content Writer

July 2018 - April 2019 | Savy Agency | Bend, OR

- Produced SEO-optimized content that increased organic traffic & keyword visibility for client sites
- Conducted market research, competitive analysis, & audience research to inform content and editorial strategies

### Managing Editor

Jan. 2016 - April 2018

### Staff Writer/Associate Editor

Sept. 2014 - Jan. 2016

Wide Open Media | Austin, TX

- Promoted to oversee SEO, social media, & video strategy for the company's 3rd publication
- Led and edited a team of 7+ freelance writers to produce more than 4,000 articles
- Scaled site to **14.8M unique pageviews (UPVs)**, SEO to **2.3M UPVs**, & social to **1.8M UPVs**
- Established editorial standards, publishing cadence & calendar, & optimization workflows to support sustained growth

## EDUCATION

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**Mills College** | Master of Arts, English Literature — Specialization in Russian Literature

**California Polytechnic State University** | Bachelor of Arts, English | Minor: Spanish

Produced Cal Poly's literary magazine, *Byzantium*

## SKILLS/TOOLS

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Content Strategy | SEO | Editorial Operations | Email Marketing | PR & Media Strategy (Muckrack) | Google Analytics | CMS Platforms | SEO Tools (Semrush, Ahrefs, Moz) | Languages: Slovene, Spanish (conversational)