

MATEJA LANE

(530) 412-3930 • Reno, NV • www.matejalane.com/

EXPERIENCE

B2B Copywriter

Dec. 2024 - Present | MOBE | Reno, NV

Support sales team with explainers and case studies to move prospective clients through the pipeline. Build monthly newsletters per audience segment to nurture leads. Contribute to quarterly content strategy and execute creation to present to various stakeholders.

Digital Content Strategy Manager

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

- Organized SEO and content trainings agency-wide
- Increased and engaged clients' audiences through creative SEO, PR, and media strategies

Content Manager

July 2019 - June 2022 | RhinoHub | Reno, NV

- Improved client site traffic with innovative SEO, paid media, and content marketing strategies
- Spearheaded PR and content departments

Content Writer

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

- Created and improved SEO content to increase website traffic for client websites
- Built client market research reports, competitive analyses, and content marketing 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, and video for the company's third website Wide Open Pets, leading 7+ freelancers to write 4k+ articles
- Grew site to 14.8M unique pageviews (UPVs), SEO traffic to 2.3M UPVs, and social traffic to 1.8M UPVs

EDUCATION

Mills College | Master's Degree in English Literature

Graduated 2013 | Specialization in Russian Literature

- GPA: 3.8/4.0
- Thesis - The salvation of Russia is from the people: Disrupting the Cycle of Underground Characters in Dostoevsky's *The Brothers Karamozov*

California Polytechnic State University | Bachelor's Degree in English, minor in Spanish | Graduated 2010

- GPA: 3.4/3.6
- Produced Cal Poly's literary magazine, Byzantium

SKILLS/TOOLS

Google Products | Digital Scheduling/ Management Platforms | SEO Tools | Speak Slovene and Spanish