

Alison Kasch

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SEO CONTENT WRITER AND EDITOR | HOME AND LIFESTYLE CONTENT

Skilled writer and editor with 9+ years of digital content experience, including 5+ years producing high-volume, research-driven home improvement coverage for national publishers. Experienced in content updates, rewrites, fact-checking, source research, SEO, CMS publishing, AP style, and adapting quickly to detailed brand guidelines.

Core Skills

Home and lifestyle media • News and timely content • Content updates and rewrites • Copyediting • Fact-checking • Online research • Source outreach and email interviews • CMS publishing • SEO and search intent • AP style • Brand voice • Editorial guidelines • Headline and metadata writing • Internal linking • Content quality assurance • Remote collaboration

Professional Experience

SEO Content Writer | *Hunker News, Angi, HomeAdvisor, Remote* Mar 2021–Present

- Write, revise, and update 5-10 consumer-focused articles per week across home improvement, DIY, renovation, gardening, pest control, moving, home services, interiors, and related lifestyle topics.
- Produced 500+ bylined articles while balancing speed, accuracy, readability, search intent, and detailed editorial requirements.
- Research complex topics using authoritative online sources; verify costs, regulations, product details, and technical claims before publication.
- Refresh existing content in the CMS, including structural rewrites, fact updates, headlines, metadata, links, tables, FAQs, and local market information.
- Translate contractor and industry information into clear, useful guidance for general readers while maintaining a conversational, trustworthy brand voice.
- Work independently in a remote, deadline-driven workflow using CMS platforms and digital collaboration tools.

Contributing Writer | *Forbes Home, Remote* Nov 2023–Present

- Research and write consumer service journalism and home-related content for a major national publication.
- Follow publication-specific voice, sourcing, formatting, and quality standards while delivering accurate copy on deadline.
- Explain home projects, services, products, and purchasing considerations in concise, reader-friendly language.

Freelance Content Writer and Copywriter | *Self-Employed, Remote* Sep 2015–Present

- Create and edit home, lifestyle, consumer, and business content, adapting tone and structure to distinct audiences and brand standards.
- Research unfamiliar topics efficiently, organize source material, and turn complex information into original, accessible copy.
- Manage concurrent assignments, editor feedback, revisions, and deadlines with minimal supervision.

All-Star Writer and Topics Creator | *The HOTH, Remote* Feb 2019–Feb 2021

- Wrote SEO-focused articles across varied industries and developed article topics aligned with client goals and audience search behavior.
- Maintained accuracy, originality, consistent voice, and formatting while working at high volume under tight deadlines.
- Incorporated editor feedback and client requirements into clean, publication-ready revisions.

Marketing Coordinator | *Planmeca USA, Inc.* Aug 2012–Sep 2015

- Created and proofread marketing copy and coordinated content and materials for a dental technology company.
- Supported cross-functional marketing projects, communications, events, and administrative workflows with close attention to detail.

Education

Bachelor of Arts in English, Minor in Art | *Northern Illinois University*

Tools and Editorial Knowledge

Content management systems • Google Workspace • Microsoft Office • Ahrefs • Semrush • Google Search Console • Monday.com • Slack • Trello • Asana • Airtable • AP style • SEO content optimization