

Profession/Role: Content Strategist

Key Responsibilities:

- Developing content strategies based on audience needs and business goals
- Creating content calendars
- Coordinating with content producers

Knowledge or Expertise:

- Content mapping
- User personas
- Content ROI

Typical Challenges:

- Maintaining content consistency
- Meeting publishing deadlines
- Aligning content with brand voice
- Ensuring content is free of jargon and easily understandable

Current Projects:

- Overseeing the launch of a new blog series

Jargon or Terminology:

- Editorial Calendar
- Pillar Content
- SEO Optimization

Goals and Objectives:

- Increase blog subscribers
- Improve audience engagement

Interactions:

- Work closely with writers, editors, and SEO specialists