# Jane Purnell

jfpurnell@gmail.com | 5404226116 | New York City, NY | Portfolio: jfpurnell.com

## SUMMARY

I bring five years of experience editing and writing home care content, with a proven track record of articles ranking No. 1 on Google for targeted search terms. My approach is grounded in thorough fact-checking, strong SEO fundamentals, and creative thinking to ensure high-performing content without sacrificing quality.

## EXPERIENCE

### *Lawn Love* — **Blog Writer**

SEPTEMBER 2025 – DECEMBER 2025 | Remote, Global Team

- Updated and optimized lawn care, pest control, and landscaping articles to boost organic traffic in anticipation of the spring season.
- Interviewed extension agents and master gardeners to curate authoritative, high-quality content.

### *LawnStarter* — **Junior Editor**

APRIL 2022 – AUGUST 2024 | Remote, Global Team

- Supervised and led a seven-person team of SEO writers.
- Taught effective research and technical writing techniques across specialized home care topics, including lawn care, landscaping, pest control, pool maintenance, and HVAC systems.
- Edited and published approx. 100 articles each quarter.

### *LawnStarter* — **Blog Writer**

AUGUST  2020 – APRIL 2022 | Remote, Global Team

- Wrote approx. 200 evergreen articles, pricing guides, and product reviews focused on outdoor yard care.
- Independently researched topics, optimized article structure for SEO performance, conducted keyword research, and incorporated editorial feedback to meet the latest SEO standards.

### *LawnStarter* — **Bio Writer**

Bio Writer | APR 2020  - AUG 2020 | Remote, Global Team

- Wrote brief descriptions of different lawn care businesses operating across the U.S. to help connect customers with the services they need.

## SKILLS

SEO, Keyword Research, Writing, Editing, Wix Web Design, Digital Art, Thumbnail Design, Team Management, Customer Service, Public Speaking, YouTube Content, Performing Arts

## EDUCATION

**University of Virginia College of Arts and Sciences** | B.A. Drama

**The Neighborhood Playhouse** | Six Week Summer Acting Intensive | SUMMER 2025