

Jane Purnell

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SUMMARY

I write & edit research-backed SEO articles for lawn care, pest control, HVAC, and home services brands. I turn these complex subjects into clear, trustworthy content for readers. My work is grounded in SEO best practices, search intent analysis, and accuracy to drive organic growth.

EXPERIENCE

Freelance — **Content Writer**

SEPTEMBER 2025 – PRESENT | New York, NY - Remote

- Write and edit consumer-facing guides for home services companies.
- Work within deadlines, manage content calendars, and map interlinking opportunities.

LawnStarter — **Junior Editor**

APRIL 2022 – AUGUST 2024 | Austin, TX – Remote, Global Team

- Supervised and led a seven-person team of SEO writers.
- Edited evergreen articles, FAQs, pricing breakdowns, DIY guides, landing pages, and product reviews.
- Supported article initiatives end-to-end, coordinating workflows, timelines, KPIs, and content strategy.
- Turned complex information into clear, consumer-friendly resources.
- Edited approx. 100 articles each quarter.

LawnStarter — **Senior Writer**

AUGUST 2020 – APRIL 2022 | Austin, TX – 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, and conducted keyword research.
- Participated in editorial reviews and incorporated feedback.
- Wrote step-by-step actions to help homeowners choose and order services.

LawnStarter — **Bio Writer**

APR 2020 - AUG 2020 | Austin, TX – Remote, Global Team

- Wrote brief descriptions of different lawn care businesses operating across the U.S. to help connect customers to the best service professionals in their area.

SKILLS

SEO, Keyword Research, Writing, Editing, Project Coordination, Performing Arts, Technical Writing

EDUCATION

University of Virginia College of Arts and Sciences | B.A. Drama | Charlottesville, VA | 2015 - 2019

CERTIFICATES

Technical Writing: How to Write Software Documentation | Udemy | 2026

Six Week Summer Acting Intensive | The Neighborhood Playhouse | New York, NY | 2025