

MARISOL VEGA

Freelance writer with 7 years across SaaS, healthcare, and consumer finance. Built a roster of 14 retainer clients producing long-form articles, white papers, and email sequences. Bylines in trade publications across HR tech and digital health.

EDUCATION



BA, English (Concentration in Journalism)

University of Oregon
June 2015

KEY SKILLS



- Long-form articles, white papers, case studies
- SEO research (Clearscope, Ahrefs, SEMrush)
- Client intake, SOWs, retainer pricing
- Notion, Asana, Google Docs, WordPress

PROFESSIONAL EXPERIENCE



Freelance Content Writer | Vega Editorial LLC, (self-employed), Portland, OR
August 2019 – Present

- Maintain a portfolio of 9 to 14 active clients across B2B SaaS, fintech, and digital health, with average retainer of \$3,200/month and 92% renewal rate.
- Ghostwrote thought-leadership series for a Series B HR tech CEO that drove a measurable lift in inbound demo requests over two consecutive quarters.
- Write 4 to 6 long-form pieces per week, ranging from 800-word product blogs to 4,500-word pillar pages, with SEO briefs built in Clearscope and Ahrefs.
- Cut revenue concentration risk by replacing a single anchor client (61% of billings) with five mid-size retainers inside six months.

Contract Copywriter | Northbound Creative Agency, Remote
March 2017 – February 2019

- Produced landing-page copy, email nurture flows, and product descriptions for roughly 30 DTC and ecommerce brands.
- Worked from creative briefs on 3 to 5 day turnarounds, with two rounds of revision built into scope.
- Helped a subscription box client relaunch a trial signup page that lifted conversions by about a third over the prior version.
- Mentored two junior contractors on brief intake and AP style cleanup before files moved to QA.

Staff Writer | Cascadia Local Magazine, Portland, OR
February 2015 – January 2017

- Filed 3 to 4 features per issue covering small business, food, and city policy, averaging 2,100 words.
- Pitched and reported a five-part series on housing displacement that earned a regional press club nomination.
- Edited contributor drafts and built source lists used by the next round of staff hires.