Samantha Lile

Freelance Journalist | Content Strategist | SEO Writer

Experienced and versatile journalist specializing in small business, finance, and lifestyle content. Skilled in crafting compelling web articles, conducting in-depth interviews, and optimizing content for search engines and answer engines. Proven ability to adapt voice and tone to meet client needs and engage targeted audiences. Passionate about helping businesses and publications tell authentic, results-driven stories.

Professional Experience

Freelance Journalist & Content Writer
Self-Employed | 2012 – Present

- Clients: HuffPost, Motili, Wall Street Insanity, Beautiful.ai, Small Business Trends, and more
- Write high-quality articles, blog posts, and branded content on topics such as small business, entrepreneurship, technology, and lifestyle.
- Conduct interviews with industry experts and business owners.
- Research trends and craft data-informed narratives tailored for online readers.
- Create custom visual assets to support written content.
- Apply SEO and AEO best practices to drive visibility and performance.

Staff Writer
Small Business Trends | 2021 – 2024

- Contribute regular articles on small business management, technology, marketing, and finance.
- Collaborate with editorial team to refine topics and meet publishing goals.
- Deliver thoroughly researched, engaging pieces on deadline.
- Create optimized outlines for other writers using Surfer SEO.

Senior Service Specialist
JPMorgan Chase & Co. | 2007 – 2012

- Delivered exceptional customer service in a high-volume financial environment.
- Ensured compliance with financial regulations and internal procedures.
- Communicated complex policies to customers with clarity and empathy.
- Provided outside-the-box customer solutions.

Reporter
Community Publishers, Inc. | 2005 – 2007

- Publications: Christian County Headliner-News, Nixa News-Enterprise, Nixa X-Press
- Covered local news with a focus on education, religion, and civic issues.
- Built strong relationships with community leaders and sources.
- Reported, edited, and published stories under tight deadlines.

Education

Bachelor of Science in Journalism
Bachelor of Science in Mass Media

Missouri State University

Skills & Tools

Writing
- Journalism
- Copywriting
- Content Writing
- Editing and Proofreading
- Research
- Interviewing
- AP Style
- Social Media Content

Strategy
- SEO
- Content Strategy
- Keyword Research
- AEO
- Human-written or AI-driven Content

Tools
- WordPress
- Canva
- Beautiful.ai
- Google Analytics
- Ahrefs
- Ubersuggest
- CMS Platforms
- ChatGPT, Claude, Gemini