

Leigh Bell

Award-winning journalist and content creator with over 20 years of experience crafting exceptional copy and impactful content across multiple platforms for businesses, including B2B, startups, technology, SaaS, and health. A natural storyteller who weaves a narrative thread through all things and believes hard work is the hero of every story.

WORK EXPERIENCE

General Contractor, Owner

Planet Bell, LLC / November 2021 - present

- Renovate homes in competitive real estate market of Asheville, N.C.
- Employ and lead a full-time team of four and many part-time subcontractors.
- Collaborate with architects, engineers, legal teams, and building trades.
- Manage renovation budgets of more than \$1 million. Constantly monitor expenditures, incessantly implement cost-saving measures that reduced overall expenses by more than 20%.
- Secure construction permits and have coordinated dozens of inspections on a tight schedule, ensuring both efficiency and compliance with city regulations.

Marketing Director

Crescent Grace Treatment Center / April 2009 - February 2023

- Achieved a remarkable client growth rate of over 125% in annual admissions during initial two years.
- Collaborated with web designers to strategically structure and enhance the website, resulting in a 25% increase in organic traffic through optimized search engine visibility and improved user experience.
- Launched and designed social media presence, resulting in a growth of over 7,000 followers across key platforms and enhanced marketing strategies through regular analytical reviews.
- Teamed with staff to develop and launch online articles focused on nutrition and therapeutic services, enhancing audience engagement by increasing average time spent on page by about 20%.

SEO Content Writer

neXrm / April 2016 - April 2020

- Led website content and SEO development services for neXrm, a B2B marketing agency with the majority of clients in oil-and-gas sector.
- Orchestrated a series of targeted A/B tests on website layouts and call-to-action buttons, with the final designs achieving 15% higher conversion rate.
- Performed regular SEO audits with SEMRush and Ahrefs. Mastered Google Analytics to monitor campaigns and report to clients.
- Coordinated closely with client Industrial Service Solutions to increase website traffic by 21% and decrease bounce rate by 17% across company's platforms.

Freelance Journalist

Print and digital magazines / July 2008 - August 2018

- Authored hundreds of articles, of which the majority focused on mental health and well-being, featured in national and regional magazines.
- Independently sought critical sources and partnered with editors to develop reputation as tenacious, resourceful, and diligent reporter.

Newspaper Reporter

Regional newspapers / May 2000 - July 2008

- Covered more than a dozen beats from education to county government to crime.
- Won eight, including two first-place, awards from the Society of Professional Journalists and The Associated Press. Rosalynn Carter Fellowship in Journalism.

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EDUCATION

Bachelors of Arts (Literature & French)

Loyola Marymount University,
Los Angeles, CA

SEO Certification

Moz SEO Essentials
Semrush Academy

Content Marketing Certification

Hubspot Academy

SKILLS

Copywriting

Copyediting

Search Engine Optimization (SEO)

Keyword research

A/B testing

Social media marketing

Marketing KPIs

Email marketing copy

Content development

AP Stylebook

Chicago Manual of Style

TOOLS & SOFTWARE

Google Analytics (GA4)

Semrush

Ahrefs

Moz SEO

CMS (WordPress)

Adobe InDesign

Adobe Photoshop

Microsoft Powerpoint