

# Claire M. Grulick

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## EXPERIENCE

### AAA - Auto Club Group • SEO Content Writer

February 2023 – Present / Remote

- Develops SEO-driven content for the Discounts & Rewards, Membership, and Regional Marketing lines of business on the AAA Connect Content Hub.
- Publishes an average of 10 articles per month, formatting content with deep links, images, interactive HTML elements, conversion-focused calls to action, and platform-ready social copy.
- Spearheaded the transition from the AAA Living website to AAA Connect, optimizing content structure, internal linking, and information architecture, contributing to over 800% growth in organic traffic across assigned lines of business from 2024 to 2025.
- Leads monthly content strategy meetings with each line of business, presenting keyword research and search-intent insights while applying GEO strategies to improve visibility in LLM-driven search alongside seasonal campaigns and partner initiatives.

### Wayfair • SEO Content Writer

December 2021 – February 2023

- Created SEO-optimized content for the Guides section of Wayfair's Ideas & Advice webpage.
- Authored research-based articles incorporating text, images, internal product links, and keywords
- Published content using an in-house CMS and tracked monthly search volume and keyword trends with tools like STAT, Searchmetrics, and Google Sitemap.

### 6AM City • Branded Content Studio Intern

February 2021 – October 2021 / Columbia, SC (Remote)

- Drafted, published, and tracked content using platforms such as Sprout and Later
- Collaborated with around 500 clients across 11 markets to produce curated advertising content

### Communication Service for the Deaf • Captioning Agent

September 2020 – January 2021 / Columbia, SC

- Transcribed real-time captions for individuals who are deaf or hard-of-hearing using CapTel telecommunication services.

### Her Campus, College of Charleston • Editor-in-Chief & Campus Correspondent

September 2018 – May 2020 / Charleston, SC

- Directed the campus chapter of an online magazine for college women, managing a team of 60 across editorial, social media, marketing, PR, and events.
- Partnered with brands like Hangout Fest, Aussie, Garnier, Conair, Mary Kay, and more to arrange giveaway contests.

## SKILLS

### Software

WordPress  
Adobe Express  
Manager CMS  
Jasper  
ChatGPT

### SEO Tools

SemRush  
Answer the Public  
Google Analytics  
Adobe Analytics

## EDUCATION

### College of Charleston • Charleston, SC

School of Humanities and Social Sciences

B.A. English (Concentration in Writing, Rhetoric, and Publication), May 2020

Minor in Linguistics