

Anna Sophie Blaue

INTERNAL MARKETING SPECIALIST

Calgary, AB (Oct 2026) | +49 174 489 7897 | anna.sophie.blaue@gmail.com | IEC Working Holiday approved

SUMMARY

Content and SEO specialist with nearly 4 years of hands-on experience across content marketing, SEO, social media, and digital communications, including nearly 2 years in an agency environment. Strong professional writer experienced researching different kinds of subjects, synthesizing multiple sources, and turning them into clear, accurate, audience-focused content. Hands-on with on-page SEO, AI search/GEO, CMS publishing, analytics, and AI-assisted research workflows. Worked across 30+ clients in 18 industries and brings a curious, detail-oriented approach to high-volume content production.

SKILLS

Content & Writing: Editorial research, SEO copywriting, editing, fact-checking, content strategy, proofreading

SEO & AI Search: Keyword research, search intent, on-page SEO, technical SEO, internal linking, information architecture, GEO / AI search optimization

Analytics & SEO Tools: Keyword Planner, keywordtool.io, Google Search Console, Sistrix, Screaming Frog, Looker Studio, Google Trends

CMS & Publishing: WordPress, different CMS tools (CUE, Storyblok), website content, content calendars, editorial workflows

Social & Video: Social media content (research, creation, editing), community management, Canva, Final Cut Pro X, CapCut, photography, videography

Digital Marketing: Facebook sponsored posts

AI Tools & Workflow: ChatGPT, Gemini, Claude; research synthesis, prompting, drafting, source validation

EXPERIENCE

SEO & Content Manager seowerk GmbH | Jan 2025 – Sep 2026

- Developed and executed SEO and content strategies for 30+ clients across 18 industries, researching all different kinds of topics and translating source material into clear, accurate, audience-focused content
- Increased organic search impressions by 40% and clicks by 33% for a client; achieved Top 10 Google visibility for 552 search queries, including 125 queries ranking in the Top 3 on average
- Optimized content for AI-powered search and LLMs, with client content appearing in ChatGPT and among the top three sources in Google AI Overviews
- Owned keyword and search-intent research, SEO copywriting, information architecture, internal linking, metadata, CMS publishing, content calendars, performance analysis, technical SEO audits, and coordination of small content teams

Content Marketing Manager media sales:nord GmbH | Dec 2023 – Dec 2024

- Researched client industries, interviewed stakeholders, and wrote and published online PR articles and Facebook sponsored posts, turning diverse business topics into clear, persuasive content through storytelling
- Managed client communication and editorial workflows end to end; analyzed campaign performance and used insights to improve content and online visibility

Freelance Copywriter Remote | 2017 – 2023

- Wrote and edited blog posts, website copy, social media posts, and product descriptions across varied topics; also handled proofreading and German-English translation

Student Assistant – Social Media & University Communications Europa University Flensburg | Sep 2021 – Aug 2022

- Co-developed a social media strategy and created copy, Canva graphics, photography, and video content from concept through editing; managed Instagram and community interactions

EDUCATION

M.Ed. Educational Science (German Studies & Linguistics) Europa University Flensburg | 2022

B.A. Educational Science Europa University Flensburg | 2020

B.A. Sociology, Social & Economic Psychology University of Göttingen | 2017

SELECTED PROJECTS

byannasophie.com: Grew an English-language content site to ~1,500 monthly sessions within 9 months through organic SEO and content

@yukonthesnowdog: Grew an English-language Instagram account from 0 to 2,500 followers in 5 months, with top-performing content reaching 344,000 video views

@theblauesincanada: Building an English-language Instagram account documenting our relocation from Germany to Canada through original short-form video, storytelling and social content