

Josh Centers

Content Strategist | SEO | Editorial Leadership

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Summary

Content marketing and SEO leader with 13+ years across SaaS, digital publishing, and enthusiast media. Builds search-driven content systems, leads distributed editorial teams, and delivers measurable organic growth. Experienced in content strategy, technical SEO, analytics, AI-assisted workflows, and cross-functional execution.

Skills

Strategy: Content Marketing | SEO (Technical + Content) | Organic Growth | Conversion Optimization | Topical Authority | Search Intent Analysis | Content Gap Analysis | Internal Linking | Content Refresh | Editorial Ops

Tools: Ahrefs | GA4 | GSC | Looker Studio | GTM | Screaming Frog | WordPress | HubSpot | Yoast / Rank Math | Substack | YouTube Studio | HTML/CSS | Git

AI + Ops: Claude, Claude Code, Claude Cework, ChatGPT, Grok, Gemini, OpenClaw, MidJourney, ElevenLabs, Sora, Nano Banana | Human-in-the-loop workflows | Agentic content creation | Prompt engineering | Agent-assisted keyword clustering, briefs, audits, and reporting

Experience

Content Marketing Manager

TextExpander | 2022 to Present

- Grew organic traffic 220%. Supported 182K organic users and 588 trial starts from blog-entry journeys (GA4, Jan 2025 to Mar 2026).
- Contributed to 1.09M clicks and 76.3M impressions over 16-month GSC window; 316K clicks on /blog/ pages alone.
- Identified medical conferences as untapped vertical; planned and wrote articles across 4 specialties generating 54,000+ organic views in 2025.
- Revised and restructured existing content for top performance, including pieces generating ~22,600 and ~18,600 annual organic views.

Editor-in-Chief / SEO Consultant (Contract)

VerticalScope Media (The Firearm Blog, AllOutdoor, OutdoorHub) | 2024 to Present

- Grew flagship top-10 keyword positions from ~21K to 40K+. Grew AllOutdoor views 120%+ in 2025.
- Managed three editorial teams; built standardized SEO workflows for non-technical editors.
- Grew @firearmblog X account: 2.74M impressions, 5,000+ net followers, 128K engagements over 12 months (Mar 2025 to Mar 2026).
- Key content: 55K+ views with multiple #1 rankings, 52K+ Glock Gen 6 launch coverage, #1 ranking on Best Turkey Shotguns.

Managing Editor

TidBITS | 2013 to 2022

- Directed editorial operations, managed freelancers and content production for long-running Apple technology publication.
- Evergreen durability: content written 3 to 9 years earlier generated 31,500+ combined views in 2025.

Editor

The Prepared | 2020 to 2022. Produced and edited evergreen preparedness content.

Author / Co-author

Take Control Publishing | 2014 to Present. Contributed to 10,000+ books sold across titles.

Education

Western Kentucky University

BA, Journalism (Minor in Political Science)