

# SHAWNA CORONADO

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## PROFESSIONAL SUMMARY

Digital Content Strategist and author specializing in high-impact content ecosystems that improve search visibility, audience engagement, and lead generation. Expert in SEO, AEO (Answer Engine Optimization), and GEO strategies that optimize content performance across Google, AI search tools, and location-specific platforms. Skilled in leveraging AI tools, prompt engineering, and automated content workflows to scale production, enhance accuracy, and elevate brand storytelling. Known for transforming complex technical and scientific data into clear, customer-focused content that drives measurable results across SaaS, horticulture, wellness, and lifestyle markets.

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## AREAS OF EXPERTISE

**Content Strategy & Development:** SEO | AEO | GEO | Content Architecture | Technical Writing | Blog Management | Email Marketing | Thought Leadership | Editorial Planning

**AI & Automation Skills:** AI-Assisted Content Workflows | Prompt Engineering | AI Content Optimization | AI Research Tools | Generative Content QA | Content Automation

**Digital & Technical Skills:** CMS Platforms | Digital Asset Management | Database Management | Data Analysis | Video Production | Professional Photography

**Marketing Skills:** Marketing Communications | Campaign Development | Lead Generation | Webinar Hosting and Management | Audience Engagement | Brand Visibility | Public Speaker

**Industry Experience:** SaaS & Payroll Technology | Wellness & Lifestyle | Digital Marketing | Scientific Content Development | Horticulture |

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## CAREER HIGHLIGHTS

- Authored nine books and produced **3,400+ SEO-optimized blog posts** and **1,000+ email campaigns**, increasing organic visibility and repeat engagement.
  - Executed a full SEO website overhaul of **240+ legacy blog posts**, improving search rankings, content quality, and inbound lead flow.
  - Implemented **AEO and GEO optimization workflows** that improved placement in AI-driven search answers and localized queries.
  - Leveraged **AI tools, advanced prompting, and automated workflows** to increase content output efficiency and improve technical accuracy across large datasets.
  - Managed scientific and horticultural content for **2,000+ database entries**, raising user accessibility and strengthening product search performance.
  - Featured on national and international media outlets, including WGN, Fox, CBS, ABC, BBC, and PBS; keynote presenter at TEDx and Google.
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## PROFESSIONAL EXPERIENCE

### Senior Digital Content Strategist

#### eBacon | Remote | 2023 – Present

- Lead content strategy to strengthen SEO, AEO, and GEO performance across digital channels, resulting in improved traffic, engagement, and conversion.
- Produce **20+ optimized content assets per month**, including blogs, guides, and gated resources, including writing and hosting webinars, all aligned with B2B SaaS buyer journeys.
- Use AI-assisted research, prompt engineering, and content drafting workflows to accelerate delivery while maintaining editorial standards.
- Built a scalable resource library and multi-stage nurture campaigns that increase MQL and SQL generation.
- Develop executive thought leadership programs and secure high-value placements at industry events and podcasts.

### Digital Content Strategist & Database Content Manager

#### Civano Growers | Remote | 2023 – Present

- **Manage and standardize a large-scale horticultural database with hundreds of scientific entries**, improving accuracy and usability.
- Lead SEO, AEO, and structured-data optimization strategies to increase organic search visibility.
- Use AI tools to validate botanical data, streamline content updates, and accelerate bulk content production.
- Translate detailed scientific information into clear, user-friendly content for growers, professionals, and consumers.

### Digital Media Strategist, Author, Senior Copywriter, Content Producer

#### ShawnaCoronado.com | Remote | 2002 – Present

- Produce long-form and short-form content—including blogs, campaigns, videos, photography, and digital courses—for brands across multiple industries.
- Generate **AI-informed content briefs, prompts, and keyword strategies** to increase visibility in both conventional search and AI-driven search engines.
- Manage a full-service digital platform with e-commerce capabilities, educational content, and subscriber-based offerings.
- Serve as spokesperson and on-camera talent for partnering brands at high-profile events and media engagements.

## Specialized Food Author & Digital Media Creator

### Ogden Publications | Remote | 2018 – 2023

- **Authored and photographed two anti-inflammatory wellness cookbooks**, managing the complete content development cycle from concept through publication.
- Conducted recipe development and testing to ensure nutritional accuracy and brand alignment.
- Produced professional-grade food photography, instructional content, and multimedia assets to support book promotion.
- Developed and executed audience-focused marketing strategies that contributed to sustained book sales and expanded readership.

## Author & Digital Media Content Creator

### Cool Springs Press/Quarto Publishing | Remote | 2013 – 2023

- **Authored and photographed six wellness and gardening books**, focused on end-to-end content production, technical accuracy, and editorial workflow.
- Produced supporting multimedia assets—including photography, videos, and digital communications—to strengthen launch campaigns.
- Collaborated with editors and publishing teams to maintain consistent brand standards and meet demanding publication deadlines.
- Executed integrated marketing campaigns to build audience engagement and boost ongoing book visibility.

## Horticultural Plant Database & Digital Content Marketing Manager

### iScape | Remote | 2020 – 2022

- Produced and optimized **2,000+ horticultural entries** and SEO-focused blog content.
- Implemented structured-data improvements that increased organic search visibility.
- Produced original photography and short-form multimedia to support marketing efforts.

## Horticultural Plant Database & Market Intelligence Specialist

### VR Retail | Remote | 2015 – 2017

- Conducted U.S. horticulture market research and cataloged high-value plant varieties into a searchable database.
- Developed structured content templates, improving data clarity and searchability.