



CHEREE DOHMANN

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Native Language: English

SUMMARY

Cheree Dohmann is a freelance copywriter focused on emerging technologies related to blockchain, cryptocurrency, Web 3.0, Decentralized Finance (DeFi), artificial intelligence, machine learning and more. As an expert in search engine technology for 20 years, she owned and operated a full-service internet marketing and web design company before turning her attention to copywriting and consulting projects. Cheree enjoys writing engaging and educational content that showcasing real-life use cases of emerging technologies and how they impact business, economics, finance, science, politics, education and social sciences.

WORK EXPERIENCE

Company Name: Cheree Dohmann, Inc.

A. Freelance Copywriter, Jan 2022 - Present

- Develop engaging and educational content for tech-focused websites, blogs and social media channels.
- Specializing in topics such as AI/ML, blockchain, cryptocurrencies, Web 3.0, DeFi, the Internet of Things, Energy sector, etc.
- Showcase the application of these technologies in real-life use cases.
- Demonstrate how these technologies will alter business, economics, finance, politics, science, education and social sciences.
- Research and analyze emerging technologies, keeping up to date with the latest trends and developments.

- Fierce research skills with a deep dive into technical papers, white papers, professional journals, research articles, legal proceedings, etc. to un-earth juicy details that are not common knowledge.
- By utilizing my expertise as an SEO expert for 20 years, all content is tailored for SEO bots and highly optimized for organic search indexing.
- Included screenshots and stock photos to further convey my narrative, when needed.
- Actively seeking technology copywriting assignments.
- Will accept payment for my work in any cryptocurrency or US dollars via PayPal, Venmo or Zelle.

Skills: Technology Copywriter

B. Blockchain Evangelist and Cryptocurrency Trader, March 2017 - Present

- Actively studying and researching crypto/blockchain projects and their underlying technologies and their impact on business, economics, finance, science, politics, education and social sciences.
- Active trader on centralized and decentralized exchanges, and peer-to-peer networks.
- Participate in staking, ICO drops and parachain auctions.
- Have used grid bots and arbitrage bots for automated trading.
- On-going study and testing of various trading technical indicators.
- Passionate about decentralized social media and finance.
- Advocate and facilitator of the dialogue on exiting Web 2.0 and embracing Web 3.0.
- Passionate in sharing real-life use cases where Web 3.0 technology re-democratizes information and power, improves security/transparency, brings privatization of data, reduces fraud, eliminates the need for the middle-man.
- Active testing of blockchain platforms and engaging in community online chats to offer suggestions for improvements and feedback.
- Open to receiving cryptocurrency as a form of payment for any of my services.

Skills: Blockchain, Cryptocurrency, Trading, Finance, Technology Copywriter

C. SEO Expert, Web Designer, Business Owner, April 2001 - January 2021

- Customer acquisition with monthly educational-type webinar presentations with data-driven storytelling on the technical aspects of internet marketing to gain client trust and provide product/service information.
- Full service web design, graphic design and content creation including concept, design and creation. Design work includes wireframe mockups for web design and database projects, UX/UI design, graphic design with Photoshop, raw HTML/CSS web coding, Bootstrap, Foundation, Cpanel, WordPress, video ad production including story-line and copy, video editing and video creation with Filmora, creative copywriting/content creation.
- Full service search engine marketing campaigns, customized for each client. SEO and PPC services include keyword research, competitor analysis, market analysis, on-page and off-page optimization, backlinking, text ads, graphic ads, A/B testing, conversion tracking coding implementation, generate ROI reports on all campaigns with WebCEO Analytics, Google Analytics, Google Search Console and website server statistics.
- Full service social media marketing campaigns, ads, posts, customer engagement, analytics, etc.
- Monthly consultation with each client to review campaign performance and web analytics across all marketing channels, with ROI analysis and recommendations.
- Business analysis consultations per new client to recommend software or computing solutions to maximize inner-office efficiency, and analyze current business marketing model and make recommendations.
- Hire and oversee contract programmers, graphic designers and copywriters, when needed.
- Invoicing and accounting for all financial transactions for the business.
- Previously operating under the name "Pacific Internet Consulting Group, Inc." from 2000-2015 in Irvine, CA.

Skills: Full Service Search Engine Marketing (SEO and PPC), Full Service Web Design, Google Analytics, Google Search Console, HTML/CSS/PHP/MySQL/WordPress

Education

University of East Anglia
Norwich, England
School of Environmental Sciences
Study Abroad Program
1994 – 1995

Louisiana State University
Baton Rouge, LA
Bachelor of Science in Geology
1990 - 1994