

# Alexander Yates | Resume

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**Experienced B2B content writer with a background spanning tech, finance, and consumer information. Proven track record producing long-form blog content, landing pages, and editorial copy for clients including JP Morgan Chase, Nasdaq, and Horizon Technology. PhD-trained researcher with a talent for making complex topics accessible and compelling.**

## Experience

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- **CMC Editorial** **Somerville, MA**  
*Lead Writer (January 2023–Present) / Freelance Content Writer (June 2021–December 2022) June 2021–Present*
  - Spearhead copywriting efforts, pitching and crafting long-form blog posts, landing pages, and editorial content across tech, financial services, non-profit, and architecture sectors.
  - Produced highly researched blog content for Horizon Technology (hard drive reseller), achieving top organic rankings for topics including HDD storage, factory recertified drives, and data center supply chains.
  - Authored a weekly industry newsletter for the Horizon Technology CEO, synthesizing current developments across the data storage and tech sectors.
  - Wrote consumer-oriented financial articles for JP Morgan Chase covering topics including seller financing, home repair, vehicle history, life insurance, and fixed-income securities.
  - Completed two projects for Nasdaq: wrote product marketing blurbs for services including Boardvantage, Nasdaq IR Insight, and Nasdaq Metro; and heavily edited a series of regulatory news articles (covering EMIR Refit, Basel III, ISO 20022, and related topics) for integration into Nasdaq’s website following an acquisition.
  - Created large-scale Wikipedia-style reference content for Choice Hotels, managing a high-volume structured writing project across numerous entries.

## Skills & Tools

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- **Content types:** Long-form B2B blog posts, landing pages, editorial articles, structured reference content
- **SEO:** Keyword research, on-page optimization, organic ranking strategy; familiar with SEO-driven content workflows
- **CMS platforms:** WordPress, Squarespace
- **Graphic design support:** Experienced briefing external design teams and working with AI image generation tools
- **Research:** PhD-level research skills; ability to rapidly learn and write authoritatively on unfamiliar technical topics

## Education

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- **University of St Andrews** **St Andrews, Scotland**  
*PhD in Philosophy* 2012–2017  
Dissertation: *Frege's Case for the Logicality of his Basic Laws*. Passed with only typographical corrections.
- **University of St Andrews** **St Andrews, Scotland**  
*MLitt in Philosophy, with Distinction* 2011–2012
- **Bowdoin College** **Brunswick, ME**  
*BA in Philosophy, Highest Honors* 2007–2011

## Selected Published Writing

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- **"Hard Drive Capacity and The Road to 50TB"**  
*Horizon Technology Blog* 2022
- **"The Outlook for DNA Data Storage"**  
*Horizon Technology Blog* 2022
- **"Does ChatGPT Understand What It Writes?"**  
*CMC Editorial Blog* 2023
- **"10 Ways That Humanities Advance Content Marketing"**  
*CMC Editorial Blog* 2024

## References

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- Richard Pattinson, CEO of CMC Editorial — (857) 277-3495 (*Employer*)
- Available upon request for additional references.