Trent Alan Rhode

Wakefield, QC, Canada | +1 (705) 313-4769 | trent@trentrhode.com
linkedin.com/in/trentalan | trentrhode.com

Editor, Writer, and Content Strategist

Profile

Editor and writer with 20+ years of experience in journalism, content marketing, and publishing. I write and edit articles, websites, and educational materials, develop editorial guidance, and work with contributors. My experience includes search-informed content updates, AI-assisted editing, and the practical work of preparing pages for publication.

Skills

Writing and editing: Reporting, interviews, articles, white papers, case studies, copy editing, fact-checking, and brand voice.

Content strategy and search: Search engine optimization (SEO), audience research, content briefs, audits, updates, Google Analytics 4, and Google Search Console.

Publishing and contributors: WordPress, editorial calendars, style guides, standard operating procedures (SOPs), and writer training.

AI editorial work: Staged prompts, source selection, quality assurance (QA), output review, ChatGPT, Claude, and n8n.

Editorial and agency experience

ClickOut Media / CryptoNews.com

Editor, Copy Editor, AI Editor | Jan 2024 – Feb 2026

- Edited AI-generated and human-written content for accuracy, structure, voice, and search intent. Developed style guides, SOPs, templates, and company-wide research and journalism training.
- Mentored and managed 10+ writers and freelance producers.
- Increased total article views by 177% in the first month.
- Boosted average views per writer by 740% within three months.
- Produced and QA'd 260–300+ articles monthly while maintaining quality.
- Designed and refined AI editing prompt chains and automations, reducing turnaround by 40%.

Journalist | Nov 2022 – Jan 2024

- Wrote journalistic articles and advertorials, conducted interviews and research, and handled WordPress publishing, imagery, metadata, and on-page editing.

Leads Panda

Lead Editor, SEO Content Strategist, Content Marketing | Sep 2019 – Nov 2022

- Managed and edited articles, white papers, case studies, and video scripts for technology, education, and finance clients. Developed client-specific guidance, editorial procedures, templates, and writer training.
- Reduced production time by 89% for AirVape through workflow improvements.
- Improved engagement by 54% for CloudiVize and 67% social engagement for VestTech.

Ongoing freelance and part-time work

Freelance / Trent Alan

Writer, Editor, Content Strategist & Communications Consultant | Oct 2002 – Present

- Write and edit articles, web copy, newsletters, white papers, educational resources, and marketing materials. Manage research, briefs, revisions, deadlines, and client communication through final delivery.
- Selected clients include GardenersPath.com, Cere Network, Casino.org, AT&T, and Crystal Head Vodka. Work includes practical gardening instruction, technical explanations, editorial standards, and business communications.
- Develop prompt chains, editorial guidance, templates, and review procedures for AI-assisted work, with human decisions about sources, claims, and publication readiness.

Living Landscapes Design

Founder and Lead Designer (part-time, weekends) | 2012 – Present

A hobby business alongside my primary career in writing, editing, and communications.

- Develop curriculum and teach permaculture, ecological gardening, and site stewardship through workshops, practical instruction, and a season-long Permaculture Design Certificate internship.

Selected educational content

St. Lawrence College

Developed two courses in 2023, then revised and updated the materials in 2026 for submission to the college: Food Safety – Urban Environments and Food Distribution and Trade. The courses total 98 instructional hours.

Researched the subjects and developed learning outcomes, modules, units, explanations, activities, assignments, and assessments.

Education and training

Athabasca University | Bachelor of General Studies, Arts and Science, concentration in Journalism and Communications | In progress, expected 2027

University of Victoria | Diploma, Restoration of Natural Systems | In progress, expected spring 2027

Loyalist College | Post-Graduate Certificate, Online Publishing and Computer-Assisted Reporting | 2004–2005

Loyalist College | Diploma, Print Journalism | 2000–2002

Selected training: Google Analytics 4 Certification, Google Digital Academy; Marketing Strategy: SEO Content Writing and UX Foundations: Content Strategy, LinkedIn Learning; Editing Mastery: How to Edit Writing to Perfection, Noble Work Foundation.

Selected work

Cere voice and editorial style guide

Food systems course development

Writing, editing, and communications portfolio