

Trent Alan Rhode

Editor & Writer (AI & Human) | Content Strategist | AI Editorial Workflows | SEO | Content Marketing
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Professional Summary

Versatile editor, writer, and content strategist with 20+ years of experience improving newsroom operations, content quality, engagement, and SEO performance across journalism, content marketing, and AI-native editorial systems. Proven record of building scalable workflows, editing high-volume content, mentoring writers, and translating complex subjects into clear, accurate, audience-focused material. Brings a second substantial professional track in environmental communications, sustainability, nonprofit storytelling, cooperative systems, permaculture education, and community-based programming.

Skills & Core Competencies

- **Producing and QA'ing content** at scale by meeting publishing targets, maintaining high output velocity, and implementing scaled upgrade workflows using SOPs, templates, and automation technology across multiple publications
- **Editing AI-generated and human-written content** for search intent alignment, accuracy, clarity, structure, and brand voice consistency
- **Optimizing for SEO** and search performance by applying on-page best practices, internal linking frameworks, meta descriptions, and SERP analysis to drive organic traffic growth and top 3 keyword rankings
- **Building AI-native editorial workflows** by designing prompt chains, style guides, and n8n automations to produce content at scale while maintaining a human, on-brand voice
- **Planning content strategy** by mapping keyword/topic clusters, identifying content gaps, and maintaining data-informed editorial calendars aligned with awareness, consideration, and conversion goals
- **Conducting keyword research** and competitive analysis using Ahrefs, SEMrush, SurferSEO, Google Analytics, and Google Search Console for content planning and performance optimization
- **Evaluating AI outputs** by assessing LLM responses against rubrics, detecting hallucinations, rewriting and annotating for tone, safety, completeness, and correctness
- **Designing prompt chains** for writing, editing, research, analysis, and evaluation; iterating prompts for reliability and documenting prompt workflows and standards
- **Leading and mentoring writers** and freelance content producers by onboarding, training, and developing SOPs and style guides to raise team quality and consistency
- **Collaborating with agencies** and 50+ direct clients by translating briefs into clear, publish-ready deliverables and managing expectations, feedback, and revisions
- **Authoring and formatting web content** for blogs, whitepapers, landing pages, newsletters, advertorials, and magazine features across tech, finance, education, sustainability, nonprofit, and blockchain niches
- **Sustainability and environmental communications** including nonprofit messaging, environmental journalism, ecological education materials, community engagement content, and mission-driven storytelling
- **Permaculture and ecological education** support including class development, course promotion, ecological gardening communications, and community workshop coordination
- **Cooperative and mission-driven enterprise** communications including business plans, offering memoranda, platform concepts, stakeholder communications, and values-led content strategy
- **AI Tools:** ChatGPT, Claude, Gemini, Midjourney (and other image generators), n8n for AI-powered editorial workflows
- **SEO Tools:** Ahrefs, SEMrush, SurferSEO, Google Analytics, Google Search Console
- **CMS/Publishing:** WordPress, Drupal, Contentful, Airtable
- **Other Technical Skills:** MS Office, Google Workspace, AutoCAD (CAD), Adobe Suite (Photoshop, Premiere, InDesign)

Professional Experience

ClickOut Media / CryptoNews.com

Nov 2022 – Feb 2026

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

- Edited and QA'd AI-generated and human-written content for search intent alignment, engagement, grammar, accuracy, clarity, structure, and on-page SEO best practices (including AI SEO / AEO / GEO).
- Applied on-page SEO best practices by optimizing title tags, meta descriptions, heading structure, internal linking, and featured snippet formatting.
- Designed and refined AI editing prompt chains and in-house automations, reducing editing turnaround time by 40% while maintaining high output velocity.
- Developed and maintained editorial style guides, SOPs, templates, format standards, and AI-humanizing guidelines to ensure content quality, brand consistency, and undetectable AI assistance across all publications.
- Developed journalistic, research, and SEO training materials that were adopted company-wide.
- Mentored, onboarded, and managed 10+ writers and freelance content producers, improving team skill level and consistency while ensuring timely, high-quality delivery.
- Oversaw publication quality control and QA processes, ensuring tone, accuracy, format alignment, and brand consistency across multiple publications.
- Applied scaled upgrade workflows to optimize existing content based on performance data, competitive gaps, SERP analysis, and ranking blockers to improve keyword rankings and drive organic traffic growth.
- Identified edge cases, surfaced recurring issues, and proactively improved AI prompts, templates, and editorial workflows to enhance content production efficiency.

Achievements:

- Increased total article views by 177% in the first month and drove significant organic traffic growth (GA Users).
- Boosted average views per writer by 740% within three months.
- Met and exceeded monthly publishing targets: produced and/or QA'd 260-300+ articles per month (~13-15 per day, 5 days a week) while maintaining content quality.
- Regularly published 80,000+ view/month articles with #1 rankings and multiple pieces achieving top 3 keyword rankings for primary target keywords.

Journalist | Nov 2022 – Jan 2024

- Authored SEO-optimized journalistic articles and advertorials, producing clear and engaging content at scale.
- Conducted interviews, keyword research, and data analysis for DeFi and blockchain projects.
- Helped raise \$100M+ in project funding (e.g., IMPT.io - \$28M, Dash 2 Trade - \$20.5M).
- Managed article publishing on WordPress and image sourcing/designing/editing.
- Used Midjourney, Gemini, and OpenAI for AI image generation and editing for articles.

Leads Panda

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

- Managed and edited SEO articles, whitepapers, and video scripts for clients in tech and education via a content marketing agency, ensuring accuracy, clarity, structure, and brand consistency.
- Created comprehensive content strategy SOPs, detailed templates, and training materials to ensure consistency and precision across all client deliverables.
- Reduced production time by 89% for AirVape through workflow improvements and structured processes.
- Improved engagement by 54% for CloudiVize and 67% social engagement for VestTech.

Freelance (Various Clients)

Writer, Editor, Content Marketer | Oct 2002 – Present

- Partnered with 50+ clients across industries including iGaming, tech, finance, blockchain, education, sustainability, and nonprofit work.
- Wrote over 3,000 articles and edited over 8,000 pieces of content, from blogs and websites to whitepapers and eBooks.
- Provided SEO-optimized writing, content strategy, and editing for clients such as Dan Aykroyd's Crystal Head Vodka, ClickOut Media, Legend, Casino.org, and AT&T.
- Produced engaging multi-format content including long-form journalism, varied copywriting, whitepapers, marketing assets, newsletters, and brand communications.
- Produced content at scale across multiple publications using structured workflows, format standards, and templates to ensure consistency and precision.
- Completed mission-driven communications, editing, and strategy work for environmental, cooperative, wellness, and community-focused initiatives alongside commercial client work.

Living Yoga

Marketing Director | Peterborough, Ontario | 2013 – 2021

- Managed marketing and communications for a yoga school offering teacher trainings, retreats, online classes, and community programming.
- Created and edited promotional copy, web content, program descriptions, email content, and brand materials for trainings and events.
- Supported communication for embodied learning, mindfulness practice, and community-based education with a tone suited to wellness and values-led audiences.

Fair and Free Portals

Communications Coordinator / Content Strategist | Deventer, Netherlands (remote) | Mar 2009 – Jan 2019

- Managed internal and external communications aligned with cooperative ownership, sustainability goals, and mission-driven enterprise development.
- Developed and edited business plans, offering memoranda, articles, and web content for a platform focused on fair trade, ecological responsibility, and digital marketplace infrastructure.
- Contributed to enterprise system design, business logic, project strategy, and values-led messaging for a sustainable business incubation platform.
- Collaborated with founders and senior advisors on materials linking cooperative economics, ecological responsibility, and digital platform development.

Transition Town Peterborough

Co-Founder / Board Member / Communications / Writer / Editor | Peterborough, Ontario | Aug 2008 – Sep 2017

- Managed public relations and social media marketing for a community resilience organization connected to the international Transition Town movement.
- Edited and coordinated content for the Community Greenzine environmental magazine and wrote media releases, newsletters, and community-facing educational material.
- Organized community events and coordinated permaculture projects focused on local resilience, sustainability, and post-carbon community development.
- Taught permaculture and ecological gardening classes and helped translate sustainability concepts into accessible public education.

GreenUp

Communications and Marketing Coordinator | Peterborough, Ontario | Oct 2007 – Oct 2008

- Managed public relations and marketing for a registered nonprofit environmental organization focused on energy conservation, water stewardship, active transportation, green gardening, urban ecology, and ecological restoration.
- Authored the weekly "Green It Up!" environmental column for the Peterborough Examiner.
- Hosted regular CHEX TV Green Update segments and created and edited content across multiple media formats for various organizational departments.
- Supported communications tied to GreenUp's Ecology Park programming and broader environmental education initiatives.

EcoFacilitation

Director of Communications | Netherlands | 2006 – 2008

- Developed communications for a sustainability research initiative exploring cooperative business frameworks, ecological economics, and alternative enterprise models.
- Contributed to the early conceptual development of what later became Fair and Free Portals.
- Helped shape materials linking ecology, economics, digital platforms, and fair trade structures.

Education

Athabasca University

- Bachelor of General Studies, Arts and Science, concentration in Journalism and Communications (2016 – 2026)
- Degree integrates journalism, communications, and environmental studies coursework, including transfer credit from Restoration of Natural Systems studies.

University of Victoria

- Diploma, Restoration of Natural Systems (2019 – 2026)
- Focus areas include ecological restoration, land stewardship, ecosystem design, environmental science, and sustainability practice.

Loyalist College

- Diploma, Print Journalism (2000 – 2002)
- Post-Graduate Certificate, Online Publishing and Computer-Assisted Reporting (2004 – 2005)

Certifications

- Google Analytics 4 (GA4) Certification
- Online Publishing, Loyalist College
- Editing Mastery: How to Edit Writing to Perfection, Noble Work Foundation
- UX Foundations: Storytelling, LinkedIn Learning
- UX Writing: Finding Your Voice & Tone, LinkedIn Learning
- Persuasion in UX, LinkedIn Learning
- Prompt Engineering: How to Talk to the AIs, LinkedIn Learning
- Marketing Strategy: SEO Content Writing, LinkedIn Learning