

Web-Savvy Growth Marketing Leader Driving Revenue and Acquisition with Data-Driven and Content-Focused Strategies

Dynamic growth marketer with a flair for harnessing data to drive strategy, optimization, and revenue. Leverages a potent blend of technical skills, creativity, and analytical acumen to design and implement impactful growth marketing campaigns. Proven track record in improving conversion rates, enhancing customer engagement, and boosting website traffic through innovative SEO/SEM strategies. Highly adept at analyzing consumer behavior and market trends to align content with target audience needs, preferences, and buying habits. Recognized for fostering collaboration among cross-functional teams, ensuring the successful execution of comprehensive marketing initiatives.

ACHIEVEMENTS

- Led international web content strategy for 12 domains, driving substantial increases in user engagement and conversion rates through data-driven optimizations.
- Transformed blog SEO strategy, resulting in a remarkable 59% increase in organic traffic within 6 months.
- Implemented scalable processes and SLAs for web content, enhancing efficiency and content delivery to support rapid growth.
- Aligned messaging and content strategies with product launches, achieving successful go-to-market strategies and driving increased product awareness and adoption.

CAREER SUMMARY

CrowdStrike, Remote

2021 to 2023

Director, Web Content Strategy

- Drove remarkable improvements in user engagement and conversion rates through data-driven optimizations of web pages, resulting in a 50% increase in organic traffic and a 20% increase in demo requests.
- Developed and implemented scalable processes and SLAs for web content, improving content delivery efficiency by 150%.
- Collaborated closely with cross-functional teams to align messaging and content strategies with product launches, resulting in successful go-to-market strategies and increased product awareness and adoption.
- Implemented internal performance benchmarks to measure campaign effectiveness and inform future growth strategies.

Talkdesk, Remote

2020 to 2021

Senior Manager, Web Content Strategy

- Developed growth-focused content strategies, leveraging data insights and SEO best practices, resulting in a 10% increase in organic search visibility and generating qualified leads.
- Collaborated with cross-functional teams, including product marketing, to identify keyword opportunities and optimize landing pages for conversion rate optimization (CRO), leading to increased conversion rates.
- Conducted successful A/B testing and experimentation, improving campaign performance and user experience.
- Repurposed content through various formats, including infographics and videos, to maximize reach and engagement.
- Aligned closely with product marketing teams to ensure content strategies supported product positioning and messaging, driving product awareness and adoption.

Content Operations Manager

- Oversaw developing and promoting premium content pieces, driving significant downloads and supporting lead generation efforts.
- Collaborated in developing the go-to-market strategy for Tinuiti's mobile marketing and programmatic offering, ensuring a comprehensive and effective launch.
- Utilized data analytics and SEO techniques to transform the blog SEO strategy, resulting in a 59% increase in organic traffic within 6 months.
- Implemented project management tools and streamlined content requests to optimize team productivity and resource allocation.
- Produced high-quality blog posts and premium content pieces, collaborating with a team of writers to deliver engaging content that supported lead generation and brand development.

Sharpen, Indianapolis, IN

2016 to 2018

Content Marketing Manager

- Developed and executed growth-focused content marketing strategies, leveraging SEO and data analytics to drive organic website traffic and improve conversion rates.
- Conducted competitor and keyword research to optimize content strategy at each customer journey stage.
- Utilized marketing automation tools and CRM systems to enhance campaign performance and lead nurturing.
- Produced a wide range of content materials, including white papers, eBooks, infographics, and blog posts, to attract and engage target audiences.

ADDITIONAL EXPERIENCE

Simon Property Group, Mobile Messaging Coordinator

- Displayed effective management practices to govern the Mobile Shopper Club, encompassing 185+ individual text clubs sending 200K+ text messages monthly.
- Developed and executed targeted email and SMS campaigns, leveraging customer segmentation and personalization techniques to drive engagement, increase customer loyalty, and boost sales.
- Collaborated with cross-functional teams, including marketing and operations, to align messaging and campaign strategies with business objectives and customer needs.

Trident Marketing, SEO Manager

- Used SEO best practices to maintain 1st-page rankings for competitive keywords for different high-traffic websites in the satellite TV and home security spaces, driving monthly 700-1,200 online sales.

Slingshot SEO, SEO Strategist

- Advocated usage for SEO good practices to boost rankings for a major health insurance company from the 2nd page to the 1st page on Google for highly competitive search terms.

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Communication & Spanish: BALL STATE UNIVERSITY
Web Development Immersive Learning Program: ELEVEN FIFTY ACADEMY
G4 Analytics & Google Adwords: GOOGLE
Growth Marketing and Product Marketing Programs: REFORGE