

Digital & Content Marketing Manager

I am a seasoned digital and content marketer with six years of experience in the finance and technology sectors. My robust content background and experience in lean teams has allowed me to hone my efficiency and strategic acumen, allowing me to drive maximum results, even with limited resources. I'm eager to continue honing my skills and drive growth in my next role.

Qualifications

HubSpot SuperAdmin | Salesforce integrations | Lead Routing | Demand Generation | Content Marketing | Analytics Lifecycle Marketing | SEO Optimization | Marketing and Sales Alignment | B2B Marketing | Creative Development Vendor Management | A/B Testing | Data visualization | Audience Segmentation | PR & Social Media

MARTECH EXPERIENCE: Asana, Canva, ChatGPT, Contently, Figma, Google Analytics & Search Console, Google Docs & Sheets, Hootsuite, Hotjar, Hubspot, HTML (Basic), Monday, Screaming Frog, SEMRush, Tableau, Wordpress, ZoomInfo

Employment History

Netstock | Lead Management Contractor

Nov 2023 – Present

- Manages marketing to sales handoff and develops **lead routing automations** using HubSpot workflows
- Maintain data integrity across **Hubspot-Salesforce integration** via weekly data hygiene tasks

T-REX | Marketing Manager

Oct 2022 – Sept 2023

- Developed and maintained **marketing reports** to track KPIs and **analyze marketing data**, enabling actionable insights
 - Monitored campaign performance, executed A/B testing, and implemented optimization strategies that consistently improved conversion rates and overall campaign effectiveness.
- Acted as **HS admin** for **data cleanliness**, troubleshooting, training, and user permissions/management.
- Established strategic content framework and introduced a **scalable content program** for top of funnel prospecting, inclusive of executive thought leadership, market insights, product updates, and explainer content
- Pioneered a successful SEO strategy across six separate GTMs and two geographic regions
 - Conducted **comprehensive keyword research and gap analysis** to identify new keywords and content opportunities
 - Managed website relaunch including reviewing all existing web pages for technical and content SEO optimization
 - **Increased site traffic to key pages by 20%** and pushed several non-branded terms onto SERP one
- Orchestrated **end-to-end event marketing success**
 - Oversaw all logistical activities including travel preparations, booth set up, and sales meetings bookings
 - **Managed event promotion** including email strategy, social media, and updating sales flyers
- Managed partnership materials and served as the **external liaison**, ensuring alignment of messaging and branding
- Orchestrated a **robust PR and social media strategy**, resulting in several prestigious industry awards and a 15% increase in LinkedIn followers
- Generated industry, competitive, and client intelligence to inform GTM strategies and stay ahead in the market
- **Developed a company brand book** encompassing visual and editorial style guides to ensure brand consistency
- Worked cross functionally to ensure internal team alignment and successful marketing strategies and objectives
 - **Partnered with sales** to create and update sales materials such as presentations, case studies, and product demos
 - Collaborated with product on the product roadmap to understand feature expansion and timelines
 - **Used Asana** as project management software to manage collaboration, deadlines, and tasks

Ocrolus | Content Marketing Manager

Jan 2021 – Nov 2021

- Oversaw client communications across diverse channels, including email, social media, and the help center
 - Developed style guide to reflect updated brand standards and create new templates
 - Updated existing brand materials to reinforce brand identity and create a seamless and client experience
- Worked with the sales team to create **sales enablement best practices** and templates for sales materials
- Collaborated on and developed **demand generation campaigns** for clients, including:
 - Email lead nurture campaigns segmented by marketing funnel stages and personas
 - Paid Facebook, LinkedIn, and Google ads

o Segmented newsletter campaigns

- **Managed marketing activities calendar** via Asana ensuring teams adhered to deadlines and launches were sequenced well
- Worked cross functionally to **create a customer engagement program** highlighting new product offerings and solutions
 - o Drafted surveys to share with highly engaged clients and developed reports to analyze results
- Created **comprehensive customer journey roadmap**, analyzing touchpoints and interactions to create tailored nurture streams for different customer segments, resulting in a significant increase in engagement and retention of new customers
- **Managed case studies** including working with sales to identify clients, holding interviews, and writing final copy

National Debt Relief | Content Marketing Specialist(formerly Marketing Coordinator)

Jul 2018 – Jan 2021

- **Improved email newsletter open rates to 25%** (30% increase) and helped keep existing clients engaged with the brand
- Redesigned and launched new core values exemplifying company mission and goals, helping to **solidify employer brand**
- Worked with videographer to **produce client testimonials, employer brand videos, and social snippets**
- Managed social media strategy including introducing new creative, leading to a **15% increase in engagement**
 - o Designed and **implemented monthly social media report** to monitor engagement and track goals
- Oversaw editing of emails, ebooks, blogs, webpages and other client facing content
- **Wrote documentation and recorded video tutorials** for all new tools, processes, workflows, and templates I built.

Education & Certifications

Bachelor of Science Management (BSM), Marketing – Tulane University

Bachelor of Arts (BA), History – Tulane University