

Content strategist, writer/editor and social media specialist. Highly motivated self-starter focused on helping businesses connect with their target audience through content strategy and content marketing. Proficient in content creation -- writing for web and mobile, digital storytelling -- and effectively deliveing it across multiple channels.

## Experience

### **ABC Digital Consulting** (Jun 2016-Present) | **Content Marketing Specialist**

Responsible for managing consumer-focused social media channels for two of our largest clients -- Sample Corp. and XYZ Inc. -- who needed a constant content feed around new and changing products and services.

I was involved throughout the content lifecycle, including kick-off, research, planning, assigning, writing and editing event blogs and real-time posts for Twitter, Medium and Facebook. I developed strategies to keep the content fresh and engaging for consumers with the goal to generate interest and excitement.

Success was measured by total reach and engagement -- number of hits, direct customer feedback and conversions. During my tenure, conversions increased by a solid 8%, resulting in an average 25% revenue increase for our clients over three consecutive quarters in 2016.

### **XYZ Sample Company** (May 2015-Jun 2016) | **Communications Coordinator**

My primary responsibility was to streamline internal content production processes by developing user and business requirements, researching competition, creating and monitoring production schedules.

The company required speedy and timely turnaround for content for its multiple channels -- social media, web, television, radio and print. I was entrusted with ensuring the company's content didn't just meet audience expectations, but exceeded them, by providing quality content than outdid competitors.

My efforts raised our content pipeline efficiency by 30% over one year, as indicated by person-hours spent and cost of generating content.

## Education

Fundamentals of Content Strategy course | **Udemy** (online 2017)

Bachelor of Science in Public Relations | **Sample College** (2014)

## Achievements

Employee of the month -- August 2016 | **ABC Digital Consulting**

Academic excellence award -- Class of 2014 | **Sample College**

## Skills & Expertise

Content Strategy  
Digital Media Marketing  
Social Media  
- Facebook  
- Twitter  
- Medium  
- LinkedIn  
Writing  
Editing  
User Research  
- Interviews  
- Personas  
- User Journeys  
Requirement Gathering  
CMS Management  
- WordPress  
- Drupal  
Basic HTML  
Photoshop  
MS Office  
Content Optimization/SEO  
Google Analytics  
Project Management  
Leadership  
- Process coordination  
- Public speaking  
Agile