

## PROFILE

With 15+ years of experience crafting captivating content and fostering successful teams, I excel at translating complex ideas into engaging stories that resonate with audiences. My passion for digital transformation fueled my work in the B2B tech space, where I honed my content marketing and storytelling skills. I helped subject matter experts articulate their vision and transformed that passion into impactful content strategies driven by SEO and customer needs. I'm eager to leverage my expertise in leading and inspiring teams of creative and technical writers. I possess a deep understanding of multi-channel content creation, SEO best practices, and brand voice management that humanize brands and connect people to people.

## SKILLS

### Leadership and Management

- Team leadership and mentoring
- Performance management and development
- Creating a positive and growth-oriented work environment
- Communication and collaboration

### Content Creation and Strategy

- Multi-channel copywriting (e.g., web content, email marketing, social media)
- SEO knowledge and optimization
- Content strategy development and execution
- Brand voice management and consistency
- Ability to create high-quality content consistently and efficiently

### Project Management and Workflow Optimization

- Project management skills (planning, scheduling, delegation)
- Workflow optimization and process improvement
- Meeting deadlines and managing multiple projects simultaneously
- Attention to detail and accuracy

## EXPERIENCE

### **Content Strategist | The CARA Group Consultancy | Oct 2023 - Present**

- Design and execute dynamic content roadmaps that align with the company's business goals and increase brand awareness.
- Create comprehensive content audits to monitor and optimize content marketing opportunities.
- Leverage the latest SEO research and best practices to produce and refine content strategies that increase organic traffic, domain authority, and brand awareness.

### **ACHIEVEMENTS**

Transformed a consultancy's content strategy by drafting and deploying their first content audit tracker and creative briefs. These two elements helped achieve alignment with the C-suite team, management, and subject matter experts. Everyone gained visibility into how they played a part in the content strategy and explained the marketing team's action items.

- Certified Content-Led SEO Specialist — SEMrush
- Certified SEO for Non-Techie Marketers — The Marketing Profs

### **Content Writer | Skyword Salesforce | December 2023 - Present**

- Collaborate with thought leaders, subject matter experts, senior leaders, and cross-functional teams to create informative content that resonates with the organization's target audience.
- Incorporate brand voice, SEO, and storytelling to write compelling blogs (long-form and short-form).
- Balance multiple writing assignments with varying deadlines.

### **Content Writer and Producer | The Mx Group B2B Marketing Agency | June 2021 - September 2023**

- Created high-quality content for various mediums and campaigns, including blog posts, social media posts, videos, podcasts, and emails.
- Knowledgeable in brand marketing strategies and capable of developing and executing effective, SEO-driven campaigns that align with the company's business goals.
- A social storyteller who communicated company news, thought leadership, and company culture across all social platforms (LinkedIn, Facebook, X, Instagram).
- Tracked data and analytics while staying informed about current marketing trends.

### **ACHIEVEMENTS**

- Increased the agency's net audience growth across all social media channels by 75%. Specifically, Instagram saw a 59% follower increase, and LinkedIn witnessed a 71% increase in followers with a 12% boost in engagement.
- Using Sprout Social's Employee Advocacy platform, I strategized, deployed, and managed the agency's employee ambassador program. Within one month of full deployment, the adoption rate across the company was 96%.
- Created an omnichannel brand campaign that positioned the B2B agency as a leading expert in e-commerce marketing solutions. The campaign involved a landing page, paid social, and paid search that generated SQLs.

### **Product Manager and Content Writer | ASUG (America's SAP Users' Group) | March 2018 - June 2021**

- Collaborated with cross-functional teams to research and create articles and newsletter copy, providing valuable insights for SAP users.
- Coordinated in-person and virtual projects and events across 38 chapters of SAP users in North America.
- Moderated in-person events, virtual roundtables, and think tanks.
- Facilitated valuable B2B and C2C connections.
- Managed 50+ SAP volunteers by delegating tasks and overseeing event budgets.

## EDUCATION

MFA — Ohio University:  
Playwriting

BFA — DePaul University:  
Playwriting and Journalism