

JAMES CLARK

CONTENT WRITER – THE ZEBRA

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420 S Front St. Memphis, TN



EDUCATION

MARKETING

University of Tampa
2012-2016

Graduated with Honors
Delta Alpha Lambda Honors Society
Dean's List Recipient (2012-2015)

SKILLS

Content Strategy

SEO

Copywriting

Social Media

Blog Writing

Persona Development

CERTIFICATIONS

Advanced Google Analytics

MECLABS:: Landing Page Optimization

HubSpot Content Marketing

PROFESSIONAL PROFILE

Content marketing professional with 6+ years of experience. Worked in B2B, B2C, nonprofit, and agency settings. Skilled at crafting persuasive messaging for prospects at each stage of the customer journey. Passionate about strategy and analytics, and enjoy creating specific customer personas that are rooted in data. Experienced blog writer with proven track record of creating engaging content for companies that operate within complex, highly regulated industries. Published several articles to Entrepreneur.com. Developed and led multiple successful content marketing campaigns that included formats such as email, blogs, video, eBooks, social media, whitepapers, and webinars.

EXPERIENCE

DIGITAL CONTENT STRATEGIST

Archer Malmo, Austin/Memphis | Apr 2019 - Present

- Lead content strategy and email marketing for aeroponic gardening client.
- Develop social media & digital advertising copy for globally recognized hotel chain
- Create content for client's LinkedIn Showcase Page in the medical device industry
- Run Facebook page for leading animal pharmaceutical company with 200K+ global followers

CONTENT MARKETING MANAGER

360training.com, Austin | Jun 2018 - Present

- Develop strategy and processes to scale output of content
- Align strategy to meet B2B and B2C business goals
- Manage graphic design, SEO, video, and content creation teams
- Contribute and edit content for production on a regular basis

CONTENT MARKETING SPECIALIST

DATIS HR Cloud, Tampa | Dec 2016 – May 2018

- Created long and short-form content such as blogs, eBooks, and white papers..
- Implemented content and SEO strategy which increased blog visits 165% YoY
- Developed monthly webinar presentations to support that generated an average of 422 unique, mid-funnel prospects per webinar

SEO WRITER

Rank K.O, Tampa | May 2015 - Aug 2015

- Created short and long-form content for numerous clients
- Developed SEO-friendly blog posts in client's voice, tone, and style.
- Multitasked multiple client requests without compromising quality of work

CONTENT MARKETING INTERN

Tampa Bay WaVE, Tampa | Jan 2014 - Dec 2014

- Lead content marketing and social media efforts for Tampa-based nonprofit
- Responsibilities included content strategy, blog writing, scheduling social media posts, writing emails, CRM maintenance, and front desk duties.