

**Carly Russo**  
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## **QUALIFICATIONS**

- Content manager and writer experienced in executing marketing strategies across multiple channels, audiences and industries
- Brand strategist passionate about cultivating and mastering a brand voice to develop trusting relationships with consumer audiences
- Project leader with a keen eye for detail and ability to multitask to meet deadlines
- **Skills:** HubSpot, WordPress, Canva, Sprout Social, YouTube, Google Analytics, Google Search Console, SEMrush, Monday.com

## **EXPERIENCE**

**SAEBO, INC.**, Charlotte, NC

Mar 2022 - Present

### **Content Marketing Manager**

- Managed the entire content strategy for an e-commerce medical device company focused in stroke rehab; including social media strategy, email campaigns, press releases, blog content, podcast development, SEO strategy, website layout and video strategy
- Executed weekly product-focused email campaigns, testing CTAs, subject lines, layout and content to generate an 18% increase in attributed revenue in five months
- Led complete overhaul of website content to implement SEO best practices such as resolving linking, updating meta tags and descriptions, image alt-tags and keyword research to increase organic traffic by 21% and revenue by 4.8% in 2 months
- Spearheaded corporate branding exercises with executive leadership to develop a brand voice and archetype that resonated with the company's B2C and B2B audiences
- Oversaw the summer/fall marketing internship program, providing mentorship in marketing speak, content creation, social media strategy and corporate communications with executive leadership
- Implemented social media strategy that led to 1,237 new followers – a 101.5% improvement in 4 months and improved engagement rate by 18% overall across the company five main social media platforms: Twitter, YouTube, Instagram, Facebook and LinkedIn

**CONTINUUM CLINICAL**, Northbrook, IL

Jul 2021- Mar 2022

### **Brand & Marketing Content Strategist**

- Responsible for ideation, research, and production of corporate thought leadership content; latest article drove 5% of all web traffic in a 4-month period, with 198% longer time on page and 10% lower bounce rate than average

- Contributed to New Business content, including RFI, RFP, and Bid Defense presentations, leading to >54% increase in inbound RFPs versus same time last year
- Led complete overhaul of corporate website, including vendor qualification and management, project management, and oversight of final deliverable
- Led executive leadership team in brand positioning exercise for critical new product, including defining target audience persona and writing ROI brief and value proposition
- Implemented social media strategy that led to 966 new followers - an 18% improvement just 4 months
- Executed integrated strategic marketing plan, including internal and external communications, thought leadership content, social media strategy, earned media and public relations

**FREELANCE RESEARCHER, EDITOR AND WRITER** 2020 - Present

**RUNNING INSIGHT**, Portland, ME 2021 - Present  
**Editorial Researcher & Writer**

- Authored articles on running apparel to inform readers of the latest trends and running initiatives
- Worked closely with 50+ brands to publish a well-organized editorial fashion show, and generate accurate and marketable product descriptions
- Wrote feature stories on new up and coming running brands to help them gain exposure

**ACTIVE MUSIC MANAGEMENT**, Limburg, Netherlands 2020 - Present  
**Content Writer**

- Developed a social media presence for U.S. and U.K. fans by overseeing all content written in English
- Increased bands' web presence by writing and editing promotional content on the company's website and social media platforms
- Conducted interviews with well-known artists such as Steve Cropper, The Former Ladies of the Supremes and Glenn Leonard's Temptations Revue which immediately gained the company a U.S. presence and thousands of viewers

**INFOAXIS**, Mahwah, NJ 2021 - Mar 2022  
**Content Marketing Writer**

- Authored thought leadership pieces on topics regarding cybersecurity for marketing purposes.
- Produced long-form articles on a wide-range of industry specific topics in an efficient manner to meet tight deadlines
- Used communication skills to network with industry experts in order to learn about complex topics and execute copy accurately

**EDUCATION**

**UNIVERSITY OF VERMONT**, On-line Apr 2021 - Jun 2021

### **Certificate in Digital Marketing**

- Learned valuable marketing skills such as SEO, pay-per-click, email marketing, social media marketing, ad display and analytics.

**FLORIDA ATLANTIC UNIVERSITY**, Boca Raton, FL

Aug 2019

### **B.A. in Interdisciplinary Studies with a major focus in Multimedia Journalism**

- Produced hard news stories for the campus newspaper, **Florida Atlantic University Press**.
- Interned at **Switchblade Entertainment**, New York, NY
  - Assisted in the preparation of television shows under development by sourcing the necessary materials to be brought on set
  - Contacted knowledgeable resources to gather relevant information and recruit possible cast members for shows under development
- Interned at **Lifestyle Media Group**, Fort Lauderdale, FL
  - Authored articles on various lifestyle topics while adhering to the standards of magazine style journalism and AP style
  - Communicated effectively with sources, subjects of stories, and PR managers in order to obtain sufficient and accurate information necessary for publication
  - Sharpened editorial techniques by working with editors to spot mistakes, grammatical errors and formatting issues