

Carly Russo
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Portfolio: <https://www.carlyrusso.com/>

QUALIFICATIONS

- Skilled content writer with experience writing and editing pieces for multiple industries, topics and publications ranging from editorial features to thought leadership and marketing articles
- Experienced brand strategist skilled in cultivating and mastering a brand voice to develop internal and external facing communications
- Project leader who is highly organized and capable of balancing multiple key deliverables at a time
- Proficient in AP Style, SEO-writing, copywriting, proofreading, editing, B2B and B2C content strategy

EXPERIENCE

MINDRAY DS, USA, Mahwah, NJ

Mar 2023 - Present

Content Marketing Specialist

- Owned the strategy and execution of content for a global medical device manufacturer focused in patient monitoring, ultrasound, and anesthesia; including long-form medical content, press releases, social media strategy, email campaigns, blog content, case studies, video script writing, SEO writing, and web page content writing
- Owned press release creation and distribution leading to a 59% increase in potential audience YoY and 79% increase in exact match pickup YoY
- Created and owned internal guides that define and help build consistency across the brand (style guides, reference sheets, etc.)
- Spearheaded company blog by owning the strategy and cadence for developing and distributing meaningful content that positions Mindray as a valued source of information and thought leader in the industry, driving traffic to the Mindray North America website
- Managed organic social media strategy across all channels leading to an 18% increase in followers YoY
- Led internal training sessions on brand guidelines and social media best practices to equip sales and field employees with tools to better engage with their customer base

SAEBO, INC., Charlotte, NC

Mar 2022 - Mar 2023

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 four 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- Present

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 - 2023

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 - 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

GPA: 3.6

- 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.
 - 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.