

Christian Connors

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Summary

Creative marketing content writer with a passion for storytelling and a devotion to the written word. Experienced in boosting traffic to client websites by writing SEO optimized blog posts, targeted website content, monthly newsletters, social media campaigns, and beyond. Dedicated team player who enjoys collaboration and getting things done.

Experience

Marketing Content Writer

Salesforce • Boston, Massachusetts

07/2020 - Present

- I write and edit SEO optimized content including eBooks, blogs, product guides, bylines, and video scripts.
- I strategize and execute social media campaigns (paid and organic) across Twitter, Facebook, and LinkedIn to achieve measurable results for the Salesforce AppExchange social channels.
- I review, edit, and approve submissions from guest contributors to the Salesforce AppExchange online publication.
- I work directly with the Salesforce AppExchange marketing team to create concise and effective marketing collateral.

Digital Copywriter

Sperling Interactive • Salem, Massachusetts

10/2019 - 09/2020

- Wrote targeted SEO content for blogs, digital newsletters, website landing pages, and other marketing collateral to improve organic traffic for our clients.
- Used data and analytics (SEM Rush, Google Analytics) to execute effective digital marketing campaigns.
- Strategized and implemented social media campaigns and advertisements intended to increase brand awareness and revenue for our clients.
- Edited the work of other writers on my team to ensure accuracy, proper grammar, and effective strategy.

Editorial Coordinator

Knighthouse Media • Beverly, Massachusetts

06/2018 - 08/2019

- Coordinated with writers and staff to identify and craft story angles and content for inclusion in a number of industry-leading publications.
- Scheduled and conducted interviews with C-level executives of successful companies on a daily basis for inclusion in our publication
- Pitched companies on the value of a variety of unique multi-media opportunities.

Education

Bachelor of Arts: Psychology, Minor in English

Curry College • Milton, MA

Graduated: May, 2018