

Karla Renee

Content Strategist | Digital Marketer | Writer & Editor

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CAREER EXPERIENCE

Senior Digital Strategist, AVP — First Citizens Bank

OCT 2020 - MAY 2023

- Led content strategy for the Personal (B2C) online storefront.
- Collaborated with Dotcom team and partner agencies to deliver branded blogs, landing pages, and other digital assets.
- Achieved #1 ranking in Google for the keyword “free checking account,” winning out against 3.1B search results.
- Maintained editorial style guide and promoted a consistent, cohesive brand voice across 600+ pieces of financial content.
- Trained new content strategists on AEM and other platforms/processes as they joined the team.
- I was promoted to this position after working as a Digital Strategist.

Content Strategist — Clearlink

JAN 2020 - JUL 2020

- Managed content strategy for 3 major ISP brands (CenturyLink, Frontier, and Verizon) across 8 affiliated websites.
- Collaborated with writers and designers to support each brand’s goals, advocating for great UX, strategic insights informed by A/B testing, project scoping and coordination, and reporting.
- Produced page wireframes, creative briefs, brand guides, site audits, content calendars, and copy/design feedback.

Associate Content Marketing Manager — Lucid Software

JUN 2016 - OCT 2019

- Researched, wrote, edited, and published SEO content for Lucidpress, a cloud-based design platform.
- Produced emails, blog posts, landing pages, B2B lead magnets, case studies, and social media posts.
- Collaborated with in-house designers and managed relationships with freelancers and guest bloggers.
- Trained content marketers on internal processes, using best

TOP SKILLS

Content Strategy/SEO

Conversion Rate

Optimization/CRO

Copywriting

Digital Marketing

Editing/Proofreading

Project Management

Team Leadership

TOP SOFTWARE

Agile:

Asana, Confluence, Jira, Trello

CMS:

Adobe Experience Manager

(AEM), Drupal, WordPress

Office:

Google Workspace,

Microsoft 365, Slack, Zoom

SEO:

Ahrefs, BuzzSumo, Moz,

SEMrush

Social:

Buffer, Hootsuite

UX/Design:

Canva, Figma, Lucidchart

practices to drive organic traffic and qualified leads to the brand.

- I was promoted to this position after working as a Senior Content Marketing Specialist.

SEO and PR Manager — *Bask Technology*

MAR 2014 - JUN 2016

- Managed relationship with external PR agency to drive news and media coverage, resulting in 200+ backlinks.
- Managed relationships with a local SEO agency and a web design firm to achieve campaign objectives and rebranding.
- Moved 8 priority keywords from an average Google ranking of 87 to 13, including several first-page results.
- Oversaw 2 website redesigns, optimized 100+ pages, and published blog content 3x weekly.
- Served as content manager for all marketing projects and deliverables.

Team Lead, Custom Content — *Boostability*

OCT 2012 - MAR 2014

- Hired and led a team of 10 copywriters to produce over 100,000 words per month for various SMB clients across North America.
- Created and maintained editorial standards, client briefs, in-house style docs, and content templates.
- Provided ongoing training and development for writers.
- I was promoted to this position after working as an SEO Fulfillment Specialist, mainly focused on link-building.

EDUCATION

University of Utah, Salt Lake City, UT — *B.A. Marketing*

AUG 2012

- Received Honors at Entrance scholarship.
- Worked on campus in the Marriott Library.
- Served in ASUU (student government) as a Research Assistant.
- Copyedited for the *Daily Utah Chronicle* newspaper.
- Graduated with a 3.4 GPA and a minor in Spanish.

CONTENT PORTFOLIO

Please visit alicewilde88.journoportfolio.com to see some of the content projects I've had the pleasure of working on over the years!