

Marina Grindle

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PROFESSIONAL EXPERIENCE

Senior Content Marketing Manager

February 2023-January 2024

Magic, Inc

- Strategized and managed a multi-channel organic marketing strategy that included email marketing, social media, thought leadership content, and SEO
- Increased MQL, SQLs, and conversions by more than 8x (email marketing)
- Increased organic keywords by over 2x and organic website traffic by 87% in less than a year
- Collaborated with the paid social and paid search teams to improve creative, copy, and conversions
- Managed an international team of marketers and fostered a culture of inclusivity, creativity, and performance
- Was an active participant in executive discussions about the growth and future of the company
- Worked closely with the creative team to oversee website redesign and branding efforts

Content Marketing Manager

May 2022-December 2022

Denim (Formally Axle Payments)

- Wrote eBooks, sales material, blogs, long-form content pieces, ad copy, and social media copy to promote brand awareness and drive conversions
- Lead SEO efforts, including on-page, technical, and off-site SEO
- Increased domain authority from 11 to 32, increased organic traffic by over 100%, and increased organic keyword rankings by 17% in 2 months
- Served as a key decision-maker in rebranding efforts, including website content and brand design
- Worked on GTM strategy of new product launches with product managers
- Managed a team of freelance marketing professionals across various time zones
- Collaborated with the demand generation team to launch gated and non-gated content for paid campaigns

Marketing Manager

December 2019-May 2022

smartboost

- Managed SEO, PPC, and Content departments to implement lead-generation campaigns and process improvements
- Worked closely with executive and C-Suite teams to monitor client success and make changes when needed
- Managed the day-to-day marketing operations
- Oversaw the hiring and onboarding process for new employees
- Managed a global team consisting of employees in the US, South America, India, and Asia
- Formulated full-funnel marketing strategies for clients based on data analytics and strategic recommendations

EDUCATION

University of San Diego, San Diego, CA — BA in Communication, English

AUGUST 2011 - DECEMBER 2015

SKILLS

Branding	Copywriting	Content Marketing	Website Copywriting
Social Media Management	SEO	Team Management	GTM Strategy
Executive Communication	Organic Marketing	Website Redesign	Email Marketing

