

# CLAIRE JUOZITIS

## CONTENT STRATEGIST & B2B WRITER

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**PROFILE** I'm an experienced and passionate writer with an inbound-focused, startup-savvy, story-telling, and data-driven approach.

**WORK**

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8.18 - PRESENT  
San Diego, CA **SolidProfessor | Commercial Content Marketing Manager**  
-Writing all content for B2B segment including whitepapers, e-guides, blogs, webpages, all email copy, and more  
-Developing lead nurturing and automation strategy for segment  
-Managing content and calendar for 75K+ subscribers  
-Growing marketing and sales alignment in the organization

8.17- 8.18  
San Diego, CA **Hyperikon | Content & Email Marketing Coordinator**  
-Lead inbound strategy and content creation on website  
-Managed and created all email campaigns to 10k+ contacts  
-Optimized and managed 150+ bestselling LED products on Amazon

4.17 - 7.17  
Arlington, VA **AES Energy Storage | Content Marketing Consultant**  
-Supported content & blog strategy and web optimization  
-Created content such as landing pages, blog posts, videos  
-Consulted on social media and reporting strategy

6.14 - 5.17  
Pittsburgh, PA **Othot LLC | Marketing Advisor**  
(Previous: Special Projects, Market Research Intern)  
-Advised executive teams on content, SEO, and lead gen strategies  
-Lead digital messaging strategy, social media & blog  
-Authored presentations, proposals, fundraising materials

7.16 - 3.17  
Pittsburgh, PA **Aquion Energy | Digital Marketing Associate**  
-Managed and wrote for blog with 6k+ subscribers  
-Optimized web pages, blog, CTA's for SEO and lead generation

1.16 - 4.16  
Pittsburgh, PA **Lunametrics | Digital Marketing Intern**  
-Performed site audits, content analysis and other SEO projects

1.16 - 4.16  
Pittsburgh, PA **Expil | Social Media Intern**  
-Lead messaging, blog, social media, and reporting

10.15  
Pittsburgh, PA **Elisco Advertising | Copywriting Intern**  
-Wrote themes, creative briefs, print, and radio ads for clients

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**EDUCATION** **University of Pittsburgh, College of Business Administration**  
BSBA, Graduated Summa Cum Laude (2012-2016)  
Marketing, International Business, French

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**SKILLS**

- Content Strategy
- B2B Writing
- Lead Generation & Nurturing
- Email Marketing
- Marketing Automation
- Reporting & Analytics

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**INTERESTS** Music, cooking & cuisine, fashion, film & TV, craft beer & wine, travel