

SENIOR CONTENT MARKETING MANAGER with extensive experience in content creation, editing and writing, visual storytelling, and community building for brands and thought leaders in professional development. Innovative and versatile leader adept at translating complex ideas into accessible information for all audiences, contributing to the creation of three best-selling books, four online courses, and 1:1 coaching packages. Lifelong learner dedicated to designing and delivering professional and personal education tools to empower like-minded individuals worldwide.

AREAS OF EXPERTISE

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| ✓ <i>Content Development</i> | ✓ <i>Cross-functional Collaboration</i> | ✓ <i>Professional & Personal Development</i> |
| ✓ <i>Strategic Leadership</i> | ✓ <i>Executive Communication</i> | ✓ <i>Content Marketing</i> |
| ✓ <i>Writing & Editing</i> | ✓ <i>Visual Story Telling</i> | ✓ <i>Empathetic & Intuitive Thinking</i> |
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PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

Duarte – Santa Clara, CA (Remote) **09/2017 – 06/2023**
Content Marketing Manager

- Oversaw several organizational responsibilities, including managing the main website, writing and editing content, adding new pages, planning blog content, and directing UX/UI, strategically fulfilling key objectives by creating and implementing an editorial calendar.
- Collaborated daily with Executive Leadership personnel, reporting directly to the CEO and CMO.
- Contributed to go-to-market (GTM) strategy for the books *Illuminate*, *DataStory*, and *Presenting Virtually*, the in-person workshops, *Illuminate* and *Slide:ology*, the online courses *SlideDesign* and *Presenting Virtually*, and 1:1 personalized speaker coaching.
- Provided creative direction for the Design Team and supervised the Digital Marketing Specialist, Creative Producer, Algorithm Specialist, and Marketing Coordinator, maintaining strategic alignment.
- Bolstered brand awareness by utilizing influencer and podcast marketing, growing company social media following, increasing online and in-person event attendance, and achieving regular webinar attendance.
- Responded to the COVID-19 pandemic by facilitating the transition from in-person to virtual workshops, restructuring marketing and website content to advertise online resources and improve user accessibility.

DesignLab – New York, NY (Remote) **08/2019 – 03/2023**
Content Writer

- Educated and inspired future UX/UI designers on top-of-funnel topics including goal setting, time management, remote work, soft skills, and job market trends, collaborating with SEO and Design Teams to write and edit blog posts, direct response emails, and social media posts.
- Interviewed UX Academy Foundations alumni, writing case studies on successful career transitions.
- Launched UX Academy Foundations, a UX/UI design online course and 1:1 mentorship.

Brandbasion – Helsinki, Finland (Remote) **11/2016 – 09/2017**
Brand Marketing Manager

- Spearheaded marketing strategy, deploying AI-driven management tools from Europe in the United States, successfully onboarding *BetterHelp*, *BoxyCharm*, and *Purdue University*.

Roku – Boston, MA **07/2014 – 11/2016**
Brand Marketing Specialist

- Collaborated with 20 personnel, authoring and ghost-writing papers, research reports, blog posts, social media posts, and infographics, maximizing organizational impact by supporting marketing professionals in improving advertising strategies.
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EDUCATION & PROFESSIONAL DEVELOPMENT

Credential of Readiness, Business Fundamentals: Harvard Business School Online
Bachelor of Arts (BA), English & Literature: University of Massachusetts
Duarte Academy | DesignLab UX Academy Foundations | BetterUp 1:1 Coaching

TECHNICAL SKILLS

Google Analytics | HubSpot | Salesforce | WordPress