

Sue Giplaye

Remote Content Marketer

Profile

Remote content marketer with a specialty in long-form blog content writing, landing page copy, and storytelling content.

Skills

- Marketing
- Business Writing
- Customer Service
- Sales
- Copywriting






Tools

- Canva
- Microsoft Word
- Grammarly
- Google Analytics
- Trello

Ask Me About

- My love for poetry and music
- How I accomplished walking 20,000 steps throughout West Michigan's nature trails in 1 day

Contact Details

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-  [Grand Rapids](#)

Education

Southern New Hampshire University
Feb 2024 - Present
BA in Business Management

Acadium Plus
Digital Marketing Career Accelerator Program

Certifications

- Victory Lap: Technology Sales
- Acadium: Digital Marketing

Marketing Experience

Independent Content Marketer

Queen SueSue | January 2013 - Present

- CEO of Beauty And Braids blog, which has all-time views of over 10,000 to date.
- Since launching my writing business, my sales tactics have launched at least 100 major writing projects.
- Responsible for SEO and content marketing strategies, and blogging projects in WordPress.
- Led comprehensive social media and local SEO initiatives, crafting impactful strategies that significantly increased brand awareness and community engagement.
- Orchestrated data-driven campaigns, analyzing performance metrics to refine content and optimize online visibility.
- Successfully implemented and managed local SEO tactics, resulting in notable improvements in search rankings and local business visibility.
- Collaborated with small businesses to align digital efforts with overall marketing objectives, showcasing adaptability and a results-oriented mindset.

Select Projects:

Content Marketing Associate

Monetized Mama | Aug 2019 - Oct 2019

- Created content for Monetized Mama. Provided graphic design via Canva for social media posts and leveraged my experience in Adobe Photoshop to impact the manager's decisions in social media posts.
- Used research skills to make data-based decisions.

Content Marketing Associate

Charris Harris Consulting | Feb 2020 - Apr 2020

- Secured a featured post in a magazine that highlighted the successes of black entrepreneurs.
- Generated new ideas for content creation, distribution, and promotion.

Content Marketing Associate

Dreams Accelerator Inc. | Feb 2020 - Apr 2020

- Assisted Dreams Accelerator Inc. with writing an International Best-Selling book on Amazon.
- Increased client's Facebook group by 10x, through initiating targeted outreach to hundreds of writers.
- Supported brand identity to locate potential customers through market research.

Content Marketing Associate

E3 Michigan | Feb 2020 - Apr 2020

- Provided content marketing for E3 Michigan through blog posts.
- Targeted the ideal demographic through SEO content. Improved business website visibility and appearance.

Content Marketing Associate

Styld Life | May 2020 - July 2020

- Oversaw Styld Life Inc. blogging needs. Created articles geared towards promoting their beauty business.
- Got blog posts for their site featured on multiple websites.