

CALEB HENNINGTON

Content Marketer | Demand Generation

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📍 Little Rock, AR

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PORTFOLIO

www.calebhennington.com

Password: jckclbportfolio

EDUCATION

Bachelor of Science

Journalism, News Editorial

Arkansas State University

2010 - 2014

PROFESSIONAL DEVELOPMENT

Content Marketing Certification

HubSpot Academy

GA4 Google Analytics Certification

Google Skillshop

SKILLS

Lead Generation	Email Marketing
Demand Generation	Copy Editing
Reports/Ebooks	ChatGPT
Google Analytics GA4	Social Media Marketing
WordPress CMS	SEO

SUMMARY

A dynamic and forward-thinking marketing manager with a strong background in content marketing, journalism, lead generation, demand copy development, email, social media marketing, creative direction, editing, proofreading, project management, growth marketing, copywriting, and brand development marketing. Leverages excellent communication and a keen attention to detail to consult with clients, produce content marketing that reflects the goals and branding of the client, and lead high-performing teams in implementing content strategy. Driven to achieve results and exceed expectations to secure the long-range success of various organizations.

WORK EXPERIENCE

CONTENT MARKETING MANAGER

2022 - 2024

FIRST ORION | LITTLE ROCK, AR

- Oversaw daily content on blog, social media, and email marketing for B2B company with focus on targeted industries.
- Collaborated across teams to meet marketing goals, promoting branded calling products and call protection services.
- Created targeted demand-generation content, such as blog posts, infographics, eBooks, and reports.

CREATIVE COPYWRITER

2021 - 2022

BANK OZK | LITTLE ROCK, AR

- Oversaw daily content on blog, social media, and email marketing for B2B company with focus on targeted industries.
- Collaborated across teams to meet marketing goals, promoting branded calling products and call protection services.
- Created targeted demand-generation content, such as blog posts, infographics, eBooks, and reports.

DIGITAL CONTENT EDITOR

2018 - 2021

ARKANSAS CONFERENCE OF THE UNITED METHODIST CHURCH |
LITTLE ROCK, AR

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- Collaborated across teams to meet marketing goals, promoting branded calling products and call protection services.
- Created targeted demand-generation content, such as blog posts, infographics, eBooks, and reports.

CONTENT MARKETING SPECIALIST

2015 - 2018

FLOWER SHOP NETWORK | PARAGOULD, AR

- Oversaw daily content on blog, social media, and email marketing for B2B company with focus on targeted industries.
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- Created targeted demand-generation content, such as blog posts, infographics, eBooks, and reports.

REFERENCES

Amy Ezell

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Amy Blake

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