

# Marcel Walls

*Senior Content Marketing & Events Strategist*

Providence, Rhode Island

(518) 880-7152

[marceelwalls@gmail.com](mailto:marceelwalls@gmail.com)

## PROFESSIONAL SUMMARY

Strategic and results-driven Content Marketing & Communications Strategist with over three years of experience in developing and executing comprehensive marketing strategies that drive engagement and elevate brand presence. Adept at crafting compelling content, managing high-profile events, and leveraging data-driven insights to optimize performance. Proven expertise in SEO, SEM, and social media management, with a strong track record of leading cross-functional teams and collaborating with stakeholders to achieve business objectives. Highly skilled in balancing creativity with analytical thinking, and proficient in content creation, campaign management, and event coordination. Demonstrated ability to thrive in dynamic environments, manage multiple priorities, and deliver impactful results.

## EDUCATION:

**Bachelor of Arts in English**

**May 2021**

The College of Saint Rose, Albany, NY

## **Editorial Intern**

*Obsidian: Literature & Arts in the African Diaspora, Normal, IL* **December 2020-May 2021**

- Assisted in creating and implementing marketing campaigns to promote literary and artistic events, leading to a 20% increase in event attendance.
- Contributed to content creation for digital and print media, including articles, social media posts, and promotional materials. Ensured content alignment with organizational goals and audience interests.

## Relevant Experience:

### **Senior Content Marketing & Events Strategist**

*Boston Document Systems, Marlborough, MA*

**December 2022-Present**

- Created and implemented comprehensive marketing strategies that increased organic traffic by 40% and user engagement by 25%. Designed campaigns to target B2B customers and partners, leveraging a range of marketing technologies and activities.

- Produced high-quality content across digital platforms, including articles, videos, and graphics, ensuring alignment with brand messaging and engagement goals. Utilized strong visual storytelling to enhance content effectiveness.
- Employed tools such as Google Analytics and HubSpot to track campaign performance, analyze data, and report on key metrics. Used insights to optimize strategies and improve outcomes.
- Managed and optimized SEO strategies for multiple digital platforms, including website content and blog posts, resulting in improved search engine rankings and increased organic traffic.
- Led the planning and execution of high-impact marketing events and promotional campaigns, including coordinating photoshoots, video shoots, and media advertisements, which significantly boosted brand visibility and guest engagement for diverse restaurant brands and products.

### **College Affordability Advisor**

*Uaspire, Boston, MA*

**October 2021-October 2022**

- Provided text-message and Zoom-based advising to high school and college students attending local Massachusetts districts. Assist students in completion of state, federal, and institutional financial aid forms.
- Developed and implemented creative approaches to drive student engagement. Focused on the creation of flyers and blog posts to expand our services.
- Actively searched for cross-departmental projects needing assistance. Written blog posts for the marketing department and created informational flyers for advising services. Collaborated with uAspire's consulting department for a collaborative content remodel effort with College Board.

### **Head of Publicity/Assistant Editor**

*CLASH Books, Troy, NY*

**May 2021-January 2022**

- Developed and managed digital publicity campaigns, resulting in a 30% increase in media coverage and audience engagement. Demonstrated expertise in balancing multiple priorities and delivering results on time.
- Crafted compelling narratives and content for various channels, ensuring consistency and alignment with organizational objectives. Produced engaging materials that effectively communicated key messages to diverse audiences.

- Analyzed campaign performance and audience data to refine strategies and enhance engagement.

**SKILLS:**

***Marketing Technologies:*** HubSpot, Google Analytics, SEMrush, Canva, Adobe Creative Suite, WordPress

***Campaign Management:*** Content Strategy, B2B Marketing, Campaign Development, Performance Tracking

***Communication:*** Strong Written Communication, Visual Storytelling, Content Creation

**Certifications:** HubSpot Content Marketing, HubSpot Social Media Marketing, Google Analytics, HubSpot Inbound Marketing