



CONTACT

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EDUCATION

Linguistics

University of Hawai'i at Hilo

2000 - 2005

Japanese Studies

University of Hawai'i at Hilo

2000 - 2005

URSEP Exchange Program

University of the Ryukyus

Okinawa, Japan

2001 - 2002

SKILLS

- Thoughtful Project Management
- Technical and Personal Copywriting
- Skill with Digital Platforms and Tools
- Collaboration and Leadership
- User Guides and How-to Videos
- Content Strategy and Operations

Aaron Chitwood

Experienced Digital Marketer

WORK EXPERIENCE

Content Manager

2021 - 2023

Lytx, Inc.

Managed the content marketing operations and strategy for the nation's leading provider of video telematics services (B2B, SaaS). Served as project manager for creation of content, collaborating with product and account-based marketers on omnichannel efforts, designing overarching content pillars aligned on the latest brand, product, and sales initiatives. Designed user-focused guide materials for clients, explaining the service and hardware in technical terms. Utilized project management software and CMS to employ and organize assets including e-books, webinars, videos, print/digital ads, long-form articles, infographics, and brochures.

Content and Social Media Manager

2017 - 2021

Best Buy Health (fka GreatCall)

Oversaw B2C and B2B paid/organic social, community management, and content marketing efforts to secure qualified site traffic, leads, and engagement, continuously iterating on creative to improve performance. Maintained and updated public-facing landing pages, email efforts, and blogs. Maintained library of assets across various internal and external, cloud and local-based services. Secured more than double the previous yearly budgets for paid social due to positive impact on sales as validated by a 3rd-party POEM analysis. Promoted from Specialist to Manager in 2018.

Social Media Manager

2016 - 2017

333 Social Media

Directly managed clients' social media strategies on LinkedIn, Twitter, Facebook, Instagram, YouTube, and Google+ for a boutique social media marketing agency. Created video, digital, and print how-to guides for clients to navigate various social media and digital marketing platforms and other technology, and was available for live troubleshooting. Identified clients' target audiences and online behaviors, creating profiles and custom content to reach them. Engaged in live social networking, content marketing, and paid social to meet client goals including follower growth and organic site traffic.

PR and Social Media Specialist

2013 - 2016

ACI Specialty Benefits

Managed direct reports to support B2B marketing and sales efforts across earned and owned media via print and digital marketing (social, content, advertising, SEO, and PR). Maintained relationships with print, online, and broadcast media contacts to secure placements in CNN Money, USA Today, Yahoo.com, UT San Diego, Business Insurance, Employee Benefit News, BenefitsPro.com, Benefits Selling Magazine, and HR.com.