

MARCELA MACK
CONTENT STRATEGIST | SEO SPECIALIST | DIGITAL MARKETER

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PROFESSIONAL SUMMARY

SEO-focused content strategist and digital marketer with a proven record of accomplishment across B2B and B2C sectors. Expert in crafting data-driven content strategies and improving digital presence to enhance visibility and engagement. Skilled in content development, SEO audits, and performance analytics to drive results.

AREAS OF EXPERTISE

SEO | Content Strategy & Development | Copywriting | B2B/B2C Marketing | Brand Voice & Messaging | Social Media Management | HubSpot | WordPress | SEMRush | AHREFS | Surfer
SEO | Google Analytics | Google Search Console | Canva

EXPERIENCE

PRESH MARKETING SOLUTIONS, Tampa, FL
Content Manager & SEO Specialist | June 2024 – Present

As Content Manager and SEO Specialist at Presh, I lead strategic content development and SEO initiatives across client accounts. My role focuses on creating data-backed content strategies, optimizing web presence, and implementing SEO audits to improve site health and visibility. I collaborate cross-functionally and deliver innovative, results-driven content aligned with evolving digital trends. In this role, I created optimized digital content that improved SERP rankings and CTR across product and blog pages. I applied advanced SEO tactics including keyword research, link building, A/B testing, and content restructuring to enhance digital performance and user engagement.

- Develop SEO-optimized content strategies across digital touchpoints, driving audience growth and brand alignment.
- Conduct comprehensive keyword research and implement best practices, improving site health and organic rankings.
- Lead SEO audits, propose optimization strategies, and collaborate cross-functionally to enhance campaign performance.
- Drive internal thought leadership on evolving trends like AI search, contributing to agency innovation.

SMITH CORONA, Cleveland, OH

SEO Content Specialist | November 2023 – February 2024

At Smith Corona, I specialized in revamping digital content to improve SEO metrics and user engagement. I leveraged analytical tools to drive performance enhancements, keyword optimization, and outreach campaigns that elevated search visibility.

- Produced high-converting web content and blog posts aligned with SEO goals.
- Elevated Ahrefs rankings via content rewrites and strategic keyword placement.
- Crafted persuasive product descriptions and applied A/B testing to optimize CTR.
- Secured reputable backlinks to improve domain authority and SEO performance.

DOOLEY GEMBALA MCLAUGHLIN PECORA, Cleveland, OH

Marketing Specialist | April 2023 – October 2023

As Marketing Specialist for a regional law firm, I led the redesign of the firm's website, crafted SEO-friendly content, and strengthened digital marketing workflows. I handled end-to-end content lifecycle management and implemented consistent messaging across digital channels to drive traffic and lead generation.

- Directed firm-wide website overhaul, optimizing UX and SEO across 40+ pages.
- Managed developers and designers for seamless project execution.
- Owned content lifecycle from ideation through publication and performance analysis.
- Led social media strategies and visual content production to drive lead generation.

TREATSPACE, INC., Pittsburgh, PA

Content Writer | July 2021 – March 2023

As a Content Writer at Treatspace, I developed and managed scalable healthcare content strategies. I aligned SEO-driven content with business goals, led content calendar creation, and maintained consistency in voice, tone, and quality.

- Created long-term content plans for 15+ healthcare clients, aligned to SEO and acquisition goals.
- Authored high-impact web copy and managed blog/editorial calendars.
- Led social content creation and supervised interns to ensure editorial consistency.

EDUCATION

Bachelor of Arts, Journalism & Digital Media Arts

Duquesne University, Pittsburgh, PA

CERTIFICATIONS

HubSpot Content Marketing Certification | HubSpot Digital Marketing Certification | HubSpot Marketing Software Certification | Google Analytics Certification