



Shelbie Watts

Content Marketing Manager

I am a driven content marketing professional with more than 10 years of experience creating content for a wide variety of audiences. Specializing in harnessing the power of the customer voice, I've dedicated my career to utilizing new and innovative content strategies that not only aid in selling a product, but solidify the brand's position as a thought leader in their space.

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📞 281-750-2829

📍 Dallas, TX



WORK EXPERIENCE

Content Marketing Manager Harvest

07/2022 - 08/2024

Achievements/Tasks

- Created and managed all content strategies and campaigns.
- Built "Customer Advisory Board" to aid in increasing relevancy of content.
- Launched and managed monthly newsletter series.
- Conceptualized and produced customer case study videos.
- Launched and managed monthly customer Q&A panel webinar series.
- Managed social media across all platforms.

Content Marketing Manager Homebase

05/2019 - 07/2022

Achievements/Tasks

- Created and managed all content campaigns.
- Utilized SEO strategies to capture search volume.
- Worked with freelancers to build relevant content.
- Launched and managed bi-weekly newsletter.
- Launched "For Business Owners, by Business Owners" content series.
- Managed social media across all platforms.

Content Marketing Manager Praetorian Digital

05/2017 - 05/2019

Achievements/Tasks

- Created and managed content.
- Utilized SEO strategies to capture search volume.
- Created and managed weekly newsletters.
- Interviewed industry experts on relevant topics.
- Managed social media across all platforms.

Editor Resignation Media

11/2013 - 05/2017

Achievements/Tasks

- Built and curated current and trending content to drive audience viewership.
- Wrote both editorial and informative articles based on the targeted market.
- Worked with sales team to create native ads purchased by clients.



SKILLS

Wordpress

SEMRush

Google Analytics

Hubspot

Adobe Spark

SEO

Social media strategy

In-depth research

Content calendar management

Quarterly and annual planning

Customer case studies

Webinar production



EDUCATION

BBA, Mass Communication, Minor in English

Texas State University

08/2009 - 05/2013