

Carrie Smith

Denver, CO • (240) 676-1596 • carriestavolasmith@gmail.com • [linkedin.com/in/carrieasmithh](https://www.linkedin.com/in/carrieasmithh)

Content Marketing Lead

Multichannel content strategist and editorial storyteller specializing in SEO-focused, analytics-informed content that simplifies complex concepts, drives audience engagement, and supports marketing optimization initiatives across digital channels.

EXPERIENCE

Society for Mining, Metallurgy & Exploration | Denver, CO (Hybrid-Remote) Digital Content Lead

Jul 2024 - Present

B2B publishing organization delivering print and digital content

- Led digital content strategy and publishing operations across magazine, journal, and B2B channels serving 15K+ subscribers
- Increased traffic 100% and gained 20K+ users in <12 months by expanding SEO-driven content and integrating social media channels to support marketing optimization efforts
- Launched marketing-integrated audio series highlighting industry insights, yielding a 2x growth in active site users and strengthening engagement with key audiences
- Drove a 30% increase in content production by optimizing editorial workflows and establishing scalable content processes, enabling shift from bimonthly to monthly publishing schedule
- Developed digital content performance summaries and dashboards using Google Analytics to translate traffic and engagement data into actionable insights for internal stakeholders
- Collaborated cross-functionally with marketing, design, and subject-matter experts to translate technical mining and metallurgy topics into accessible digital narratives for both technical and non-technical audiences

The Fox Magazine | Remote Lead Content Writer/Editor

Jan 2022 - Jul 2024

Online lifestyle publication producing SEO-driven editorial content across web and social channels

- Drove editorial content strategy for a network of 10+ freelancers producing 10-15 articles/week, ensuring content was optimized for search and distributed across social media to 25K+ Instagram followers
- Increased organic search traffic 40% through comprehensive SEO strategy execution, including keyword research, on-page optimization, and content refresh initiatives
- Authored 100+ articles across lifestyle, culture, and travel that accrued up to 50K+ views, tailoring tone and structure to different audience segments
- Maintained brand-aligned editorial quality for 600+ articles/year by creating detailed writer briefs, editorial guidelines, and review processes that ensured consistency and clarity
- Analyzed content performance metrics and audience behavior to identify high-impact topics and formats, feeding insights back into content planning and stakeholder updates

Hammer Design Build Remodel | Rockville, MD Content Development Assistant

Jun 2022 - Feb 2024

B2C residential remodeling company driving engagement across digital channels

- Produced branded storytelling web and video content that increased lead quality by 30% and clearly communicated project scope, value, and customer experience
- Increased content volume 200%, boosting number of client inquiries and deals won by scaling repeatable content workflows and repurposing assets across channels
- Directed multimedia content shoots for social, web, and branded marketing campaigns, aligning visuals and scripts with brand messaging and campaign objectives
- Collaborated with creatives, marketing, and sales stakeholders on digital initiatives that elevated brand visibility and supported demand generation efforts
- Prepared content outlines and creative briefs that clarified goals, audiences, and key messages for each campaign asset

World Future Fund Writer / Reporter

Jun 2021 - Jun 2022

Global research organization focused on long-term trends and public policy

- Researched and wrote articles and reports on international issues, synthesizing complex information into clear, accessible narratives
- Conducted interviews and gathered source material to develop fact-based stories aligned with organizational objectives
- Pitched story ideas and collaborated with editors on angles and structure to ensure impactful, well-organized coverage
- Performed proofreading and fact-checking to maintain accuracy, consistency, and quality across published content

EDUCATION

University of Massachusetts, Amherst

Bachelor of Arts (BA) in Journalism

SKILLS

Key Skills: Content Strategy, SEO Optimization, Multi-Channel Marketing, Brand Storytelling

Additional Skills: Editorial Calendar Management, Content Operations, Workflow Scaling, Cross-Functional Collaboration, Copywriting & Editing, Social Media Strategy, Demand Generation, Performance Analysis, B2B Content Marketing, Audience Engagement, Brand Messaging, Stakeholder Management, Content Development, Case Studies, Reporting

Technical Skills: WordPress CMS, Google Analytics, Google Workspace, Zendesk Sell CRM, Adobe Creative Cloud (Premiere Pro, InDesign, Photoshop, Lightroom), Microsoft Office (Excel, Word, PowerPoint)

CERTIFICATIONS

Creative Strategy Bootcamp	2026
<i>Motion</i>	