

ALANA WILLIS

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PROFESSIONAL SUMMARY

Seasoned content strategist and marketing professional with over 10 years of experience, specializing in digital content creation, B2B SaaS marketing, SEO optimization, and AI-driven communications. Proven ability to strategically elevate brand visibility, drive targeted web traffic, and create engaging, impactful narratives across digital platforms.

EXPERIENCE

Mavely (acquired by Later)—Chicago, IL (remote)

Copywriter | June 2024 - Present

- Drive comprehensive B2B SaaS content strategy for Mavely's blog, significantly boosting organic web traffic, user engagement, and brand visibility.
- Strategically develop and publish detailed brand case studies, managing end-to-end processes including research, writing, approvals, and distribution.
- Built and trained MavelyBot, an internal GPT-powered tool designed to generate on-brand short-form content for cross-functional teams, streamlining content requests and accelerating workflows.
- Oversee SEO-optimized social media and email content strategies, increasing audience engagement, acquisition rates, and retention.
- Collaborate with cross-functional teams and SEO experts to refine content approaches, maximizing organic search visibility.

Note: Following Mavely's acquisition by Later in January 2025, role expanded to fully encompass comprehensive content marketing management, with a strategic focus on social media scheduling and influencer marketing management within the B2B/B2C SaaS sector.

Keravo, LLC—Denver, CO (remote)

Sr. Marketing Coordinator - Part-Time | August 2022 - present

- Compose targeted blogs and LinkedIn content for three franchise brands, significantly boosting audience engagement.
- Developed and managed monthly content calendars, streamlining digital engagement across multiple brands.
- Implemented CMS to enhance workflow, team collaboration, and productivity.
- Led onboarding and content strategy for a new brand, including B2B/B2C website copy and marketing collateral.

Freelance Content Creation—Denver, CO (remote)

Marketing Content Coordinator - Part-Time | March 2014 - June 2024

- Executed SEO-driven content strategies, dramatically improving client search rankings.
- Designed bespoke social media campaigns, enhancing brand loyalty and audience engagement.
- Provided strategic design and content updates for client presentations and marketing collateral.

Heinrich Marketing—Denver, CO (remote)

Content Writer | April 2022 - March 2024

- Authored extensive content for healthcare, technology, and government sectors, leveraging generative AI to enhance productivity.
- Developed engaging B2B and B2C content strategies, resulting in increased audience engagement.
- Collaborated with digital teams to optimize content messaging and significantly expand audience reach.

Raintree Franchise Growth—Denver, CO (remote)

Sr. Content Specialist/Content Marketing Manager | May 2019 - April 2022

- Led multi-brand content strategy, significantly improving lead quality and volume.
- Implemented automated email marketing campaigns, boosting customer conversions.
- Directed content creation, increasing output threefold and elevating organic engagement via targeted, SEO-focused articles.
- Managed a diverse team including copywriters, SEO specialists, and social media managers, ensuring cohesive brand narratives.

361 Capital, LLC—Denver, CO (hybrid)

Marketing Operations Analyst | February 2007 - October 2017

- Prepared comprehensive quarterly reports and transitioned client communications to digital formats, ensuring regulatory compliance.
- Coordinated strategic marketing events and pioneered early adoption of LinkedIn for thought leadership and lead generation.
- Enhanced marketing effectiveness using Salesforce CRM and evaluated predictive analytics platforms.

EDUCATION

University of Colorado at Denver

M.S. in Information Systems – Enterprise Technology Management (2019)

- Studied under industry leaders to explore generative AI, machine learning, and digital analytics
- Focused on data analysis, digital ecosystems, and user engagement strategies
- Completed capstone: "*The Future of Generative AI and Machine Learning in the Corporate Landscape*"

B.A. in Communications (2002)

- Emphasis on persuasive communication and media strategy
- Earned Dean's List honors for academic excellence

CERTIFICATIONS

- **Google Analytics Certified:** Skilled in using analytics to inform content strategy, track performance, and drive data-backed decisions.
- **HubSpot Academy Content Marketing Certified:** Proficient in developing and executing content strategies that boost visibility, engagement, and brand growth.
- **StackAdapt Certified – Programmatic Advertising:** Experienced in planning, launching, and optimizing programmatic ad campaigns to maximize ROI.

SKILLS & TOOLS

- **Content Management & Creation:** WordPress, Contentful, HubSpot CMS, SharePoint, Redbooth, Asana, Notion
- **Generative AI for Content:** ChatGPT-4, Gemini, and other AI tools for ideation, editing, and branded short-form content generation
- **Collaboration & Project Management:** Slack, Trello, Asana, Notion, ClickUp, Workamajig, Google Workspace, Microsoft Office, Figma
- **Marketing & Analytics Platforms:** Google Analytics, Google Search Console, Later, Hootsuite, HubSpot, Salesforce, ZoHo CRM/Social
- **Social Media & Ad Strategy:** Instagram, TikTok, Facebook, LinkedIn, X (formerly Twitter), Threads
Experience with boosted/PPC ad campaigns to drive engagement and reach

