

**Paige Breaux**

Boston, MA

(860) 884-7218

paigekbreaux@gmail.com

**Profile:** Storyteller, editor, content strategist and content marketer. Experienced developing editorial standards and content strategy informed by data-driven insights. Skilled with WordPress and Drupal, SEMrush, Ahrefs, Google Analytics, AI tools and project management

**Education:** Boston University, Graduated January 2018. GPA: 3.8

Bachelor of Arts in English. Minor: Journalism

**Sandbox Group**

**Senior Content Lead** (April 2023 – present)

**Editor and Content Strategist** (October 2021-April 2023)

Led and executed content strategy for FamilyEducation.com, a leading parenting and family website with an average of 2-3 million monthly page views. Led a global team of freelance writers, designers, and an in-house editorial assistant to develop a consistent editorial and organic search strategy across the site.

- Recruited over 10 new freelancers within 3 months to grow monthly content production from 20 to 60+ articles per month
- Sourced sponsored content and affiliated opportunities, oversaw weekly e-mail newsletters and social media strategy.
- Led content audit and user journey research of entire website to redesign website taxonomy and structure

**Acquia**

**Content Marketing Manager** (June 2019-October 2021)

Led content strategy and publication for the Acquia blog including writing and editing product announcements, thought leadership, event promotion and industry trends articles for a total of approximately 50 articles each quarter. Ghostwrote 3 -5 content assets weekly for C-Suite executives that were picked up by national tech publications and conducted interviews with developers and product owners to create blogs, e-books, email and ad copy.

Major accomplishments in this role include:

- Produced a 60+% increase in unique blog page views from 2019 to 2020
- Developed a sales enablement library and messaging guide for all top performing editorial assets
- Launched multiple ongoing content series on Acquia blog including partner interviews, employee advocacy, machine learning and AI tips.

**Skyword**

**Content Marketing Manager** (November 2018-May 2019) (position eliminated due to restructuring)

**Content Marketing Specialist** (June 2018-November 2018)

Managed daily operations of company digital publication covering top trends in digital and content marketing. Maintained monthly editorial calendar, conducted SEO research, and coached a staff of 12+ external writers and 1 in-house editor to drive content production of 45 articles per month. Created and distributed weekly email newsletter and assisted with creation and copyediting of social media, PR, and marketing materials.

Major accomplishments in this role include:

- Wrote top 4 articles with the most page views for Q1 of 2019
- Implemented SEO research and development plan that doubled website's average keyword value between Q1 to Q2 for 2019
- Led strategic rebrand of content hub and shift in topic coverage following Skyword's merger with TrackMaven in October 2018