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## WEB COPYWRITER & CONTENT STRATEGIST

A high-performing, results-driven content strategist with a successful track record in marketing strategy and content development and experience in both in-house and agency environments. Adept at driving growth through data-driven planning, strategic networking, and passionate storytelling. **13+ years** of freelance writing, editing, and interviewing for various print and digital news outlets, including The Chicago Tribune.

### CORE STRENGTHS

Content Strategy | Digital Marketing | Search Engine Optimization (SEO) | Public Relations | Team Leadership | People Management | Brand Management | Social Media Marketing | Copywriting & Editing | Advertising & Publishing | Strategic Planning & Data Analytics | AI Experience |

### SELECT CAREER HIGHLIGHTS

- Responsible for managing teams of 3-5 senior specialist and specialist direct reports as a people manager and overseeing content strategy for enterprise brands.
- Boosted organic site traffic for Slavic401K by a remarkable 80% by championing a content strategy shift.
- Drove \$200K in marketing value and expanded content reach by 8M followers for TeamHealth through a social ambassador platform and twice weekly blog posting.

### PROFESSIONAL OVERVIEW

TERAKEET — *Syracuse, NY (Remote)*

2023-PRESENT

#### CONTENT MANAGER

- Drove KPIs by developing content strategies for accounts as a hands-on, cross-functional leader in collaboration with SEO Directors, Client Success Managers, and key client stakeholders.
- Led a team of writers to understand the brand's voice and customers.
- Oversaw and delivered outstanding creative work in collaboration with a cross-disciplinary team.
- Ensured projects met the business's needs by guiding content strategy, production, and junior team members.
- Developed the team in alignment with company values and prioritized fostering a positive culture.
- Delegated work, remained informed about industry shifts, pursued new business opportunities, and maintained content strategy and brand voice consistency.
- Remained updated on content marketing best practices and trends and developed and presented client presentations.

SLAVIC401K — *Boca Raton, FL (Remote)*

2021-2023

#### CONTENT MARKETING MANAGER

- Achieved a 70% SEO performance enhancement by supervising a web content overhaul initiative.
- Increased conversion rates by 65% by transforming the company's blog content approach.
- Accomplished an 85% increase in social media engagement and a 200% increase in follower growth across all channels by executing effective brand and product visibility strategies.
- Targeted audiences for the company's owned assets (website, articles, blogs, videos, etc.) by designing and implementing a content marketing strategy focused on thought leadership and SEO.
- Advanced business objectives by planning, writing, editing, and producing high-quality, engaging, short- and long-form content, including white papers, case studies, infographics, explainer videos, webinars, and blog articles.
- Created and managed a content marketing calendar that included themes/topics, social distribution, promotion, etc., in collaboration with internal and external subject matter experts (SMEs), vendors, and partners.

TEAMHEALTH – *Knoxville, TN*

2017-2020

**DIGITAL CONTENT MARKETING SPECIALIST**

- Drove 500% YoY growth in 2019 by creating an editorial strategy and content calendar for the company's blog and collaborating with external partners to develop marketing campaigns.
- Supported and grew the company's digital marketing efforts by producing meaningful content, including blogs, social media channels, video storytelling series, podcasts, and websites.
- Ensured complete brand alignment by managing social media content creation and end-to-end digital products with a mobile-first strategy.
- Monitored and measured key analytics and reported metrics and ROI to stakeholders.
- Drove targeted traffic via digital and traditional marketing efforts by supporting long-term and day-to-day content strategy development.

PILOT FLYING J – *Knoxville, TN*

2015-2017

**COMMUNICATIONS COORDINATOR / COMMUNITY & PUBLIC RELATIONS COORDINATOR**

- Guided the continuous improvement of core internal communication channels while initiating new store openings and other publicity strategies.
- Developed and implemented marketing campaigns and event activations in collaboration with external partners.
- Oversaw PR initiatives and media outreach, including press releases, pitch letters, interview arrangements, special events, and promotional materials.
- Tracked, circulated, and analyzed relevant media coverage while initiating new publicity strategies.

WORLDWIDE EQUIPMENT, INC. – *Knoxville, TN*

2013-2015

**DIRECTOR OF MARKETING**

- Drove marketing planning to achieve corporate objectives for products and services while managing a \$250K+ sales and marketing operations budget.
- Planned advertising and promotional activities, including print, online, electronic media, and direct mail.
- Established and nurtured industry influencer and key strategic partner relationships.
- Developed strategic marketing plans, sales plans, and forecasts for implementation across 40 full-service commercial truck dealership locations.
- Ensured a consistent corporate image throughout all product lines, promotional materials, and events.

EDUCATION & CREDENTIALS**BFA, 2D Media** – UNIVERSITY OF TENNESSEE

Pi Lambda Theta Honors Society | Academic Scholarship Recipient | MS Art Education Acceptance

**AS, Fine & Studio Arts** – MISSISSIPPI STATE

Magna Cum Laude | Phi Theta Kappa Honors Society

TECHNICAL SKILLSHubSpot Inbound Certification | WordPress | Google Analytics | Sprout Social | Salesforce Marketing Cloud  
Canva | SEMrush | Microsoft Office | Asana | Adobe Creative Suite | Google Suite (Google Docs, Google Sheets)