

# BRITTANY NORVELL PRIEST

## SENIOR CONTENT STRATEGIST

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High-performing Content Strategist offering 7+ years of marketing strategy and content development.

Strong track record of driving growth through data-driven planning, strategic networking, and passionate storytelling.

10+ years of freelance writing, editing, and interviews for *blanknews.com* and *thewaster.com*

- Digital Marketing
- Public & Media Relations
- Brand Management
- Search Engine Optimization
- Social Media
- Advertising & Publishing
- Copywriting & Editing
- Email Marketing
- Strategic Planning

### WORK BACKGROUND

#### Slavic401K

##### Content Marketing Manager

2/2021 – Present

Collaboratively designs and implements a content marketing strategy with a focus on thought leadership and SEO strategy in order to attract target audiences to our owned assets (e.g., website, articles, blogs, videos etc.). Plans, writes, edits and produces high-quality, engaging short-and long-form content, including but not limited to white papers, case studies, infographics, explainer videos, webinars, and blog articles that fully leverages each effort and advances business objectives.

- Creates and manages a content marketing calendar that includes themes/topics, social distribution, promotion, etc., working collaboratively with internal and external subject matter experts (SMEs), vendors/partners.

#### TeamHealth

##### Digital Marketing Content Specialist

7/2017 – 5/2020

Produced meaningful content to support and grow digital marketing efforts, including blogs, social media channels, video story-telling series, podcasts, and websites. Managed social media content creation and end-to-end digital projects with mobile-first strategy, ensuring brand alignment. Monitored and measured key analytics, and reported metrics and ROI to key stakeholders. Supported long-term and day-to-day content strategy development to drive targeted traffic via digital and traditional marketing efforts.

- Drove \$200K in marketing value and expanded content reach by 8M followers through social ambassador platform and twice weekly blog posting.
- Created editorial strategy and content calendar for TeamHealth blog, collaborating with external partners to develop marketing campaigns, driving 500% YOY growth in 2019.

#### Pilot Flying J

##### Communications Coordinator / Community & Public Relations Coordinator

4/2015 – 4/2017

Developed and implemented marketing campaigns and event activations in collaboration with external partners. Handled PR initiatives and media outreach, including press releases, pitch letters, interview arrangements, special events, and promotional materials. Tracked, circulated, and analyzed relevant media coverage and new marketing strategies.

- Guided continuous improvement of core internal communication channels while initiating new publicity strategies, including new store openings.

#### Worldwide Equipment Inc.

##### Director of Marketing

5/2013 – 4/2015

Drove marketing planning to achieve corporate objectives for products and services, managing \$250K+ sales and marketing operations budget. Planned advertising and promotion activities, including print, online, electronic media, and direct mail. Established and maintained relationships with industry influencers and key strategic partners.

- Developed strategic marketing and sales plans and forecasts for implementation across 40 full service commercial truck dealership locations.
- Ensured consistent corporate image throughout all product lines, promotional materials, and events.

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## TECHNICAL SKILLS

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**Hubspot Inbound Certified** | Wordpress | Google Analytics | Marketo | Critical Mention | Meltwater  
**Salesforce** Social Studio | **Microsoft** Dynamics, Office | Constant Contact | Adobe Creative Suite

## EDUCATION

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**BFA, 2D Media** | UNIVERSITY OF TENNESSEE, KNOXVILLE  
*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*