

# Tom Dixon

✉ [tzdwyo@gmail.com](mailto:tzdwyo@gmail.com) ☎ 719-985-9531 [in /in/tomzdixon](https://www.linkedin.com/in/tomzdixon) <https://www.tomdixonmedia.com/>

## Profile

---

I'm a results-driven content marketer equally at home plotting drip campaigns or building content calendars.

My journalism background informs my human-centered approach to content marketing.

## Professional Experience

---

**Editor, *Terakeet*** 03/2024 – 06/2024

Managed and mentored a team of four content specialists and senior content specialists  
Organized weekly content calendars  
Monitored projects for potential roadblocks and worked independently to proactively correct issues  
Collaborated on content strategy for Rocket Mortgage, Rocket Money, Rocket Loans, Quicken Loans  
Ensured work quality including accuracy, brand voice, SEO best practices, style guide compliance

**Principal, *Tom Dixon Media*** 08/2023 – present

Clients included Dell, Google Cloud, Google for Education, Amazon Web Services and Chronicle for Higher Education  
Produced two lead-gen articles for Google that exceeded lead goals by more than 160%. The GfE piece was the 4th-best performing asset in Q1 2025  
Increased unbranded ranked keywords for Gifty Corporate from two to 220 from Q2 to Q4 of 2024  
Created and executed content strategy for Gifty including social media, blogs, case studies, landing pages and FAQs

**Senior Content Marketing Manager, *Animalz*** 08/2021 – 03/2024

Led client comms, content creation, and analytics reporting for Fortune 500 companies like Automattic and NCR  
Launched thought leadership strategy for NCR's Professional Services division  
Brainstormed and wrote multiple top-10 ranking articles for Automattic/Parse.ly  
Created content strategies for legal tech firms Intapp and Brightflag, logistics service provider Logixboard, and sales compensation management tool CaptivateIQ  
Client roster included: Klaviyo, Wistia, Amplitude, Writer, Workforce, Webflow, ClickUp, Segment, Influ2  
Planned and executed various content formats including ebooks, whitepapers, social media, landing page copy  
Mentored junior content marketers  
Edited articles for quality, accuracy, appropriate content strategy, and brand voice  
Managed team of inhouse and freelance writers to deliver 120 SEO-optimized articles to ClickUp in three months  
Delivered 11.5% increase in referring domains, 117% increase in relevant keywords ranking in the top 3, and 115% increase in daily organic traffic for Brightflag from Q4 2023 through Q1 2024

**Main Street Manager, *City of Cañon City*** 08/2020 – 08/2021

Instituted department KPIs and created formal client relationship processes. Tracked progress using BluDot CRM  
Fostered and maintained effective relationships with local media. Averaged 2 earned media placements monthly  
Implemented new training resources for 14 businesses locally and 48 businesses regionally  
Launched e-newsletter with MailChimp  
Established monthly meetings between disparate business owners

Coordinated logistics for weekly summer farmer's markets, summer concert series and the city's 150th anniversary

**Content Marketing Manager, Wyoming Business Council**

08/2015 – 08/2020

Used Agile principles to create Covid web resources for 130K+ visitors

Created a webinar series attended by 2,600 participants

Increased unique website visits 32 percent and reduced website bounce rate by 36 percent

Produced a video series that drew 166,000+ viewers

Built e-newsletter of 7,100-plus recipients with a 24 percent open rate and a 15 percent click-through rate

Grew Facebook audience 20 percent. Developed an agency brand guide

Managed a team of three content creators. Edited and proofread marketing materials for clarity, quality and accuracy

Drafted talking points and editorials for CEO, Governor. Tracked legislative actions. Crafted responses to new policies

Monitored campaign effectiveness using Google Analytics, and social listening tools like Meltwater

Averaged 3-4 in-state earned media placements monthly and 1 national publication a quarter

**City and Business Reporter, Casper Star-Tribune**

11/2013 – 08/2015

Brainstormed, researched, sourced, fact-checked, wrote and promoted 7-10 articles/week, plus weekly special

sections and quarterly magazines like the Energy Journal

Served as Monday night editor weekly and weekend editor once a month

Pointed public attention to nursing homes on the verge of closure, preventing dozens of seniors from losing homes

Doggedly covered legal investigations into city council mismanagement that led to multiple resignations

Covered homelessness and affordable housing issues, raised awareness of Housing First solution

**Editor, Saratoga Sun**

03/2010 – 01/2013

Maintained editorial calendar of features, special sections and daily news

Wrote 7-10 weekly articles, in addition to monthly special sections and quarterly magazines

Managed a team of two reporters. Edited written assignments for accuracy, clarity, flow, comprehension.

Learned basic HTML skills to format, tag, optimize and publish articles.

Earned Wyoming Press Association awards for writing and photography

## Skills

---

**Content Strategy** — Marketing Personas, Content Mapping, Keyword Research, Content Briefs, Analytics, Distribution, **Search Engine Optimization** — Google Analytics, Ahrefs, Screaming Frog, SEMRush, Clearscope, SurferSEO, **Content Publication** — Wordpress, Webflow, **Content Marketing** — Ebooks, Whitepapers, Case Studies, Sales Enablement, Thought Leadership, Email, Webinars, **Social Media Marketing** — LinkedIn, Facebook, Twitter, Youtube, **Email Marketing** — Segmentation, Automation, A/B Testing

## Certificates

---

- Google Skillshop - Google Analytics Certification
- HubSpot Academy - Inbound Marketing [↗](#)
- SEMRush Academy - How to Boost Lead Generation with SEO [↗](#)

## Education

---

**Journalism and Mass Communication, B.S., University of Colorado**