

# Thomas Dixon

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## Profile

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I'm a results-driven content marketer equally at home plotting drip campaigns or building content calendars. On lunch hours, you can find me tuned in to the latest podcast episode of Everyone Hates Marketers.

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

## Professional Experience

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**Content Manager, *Terakeet*** 03/2024 – 06/2024

Led a team of content specialists and senior content specialists

Collaborated with technical team on content strategy for Rocket Mortgage, Rocket Money, Rocket Loans, Quicken Loans

Ensured work quality including brand voice, SEO best practices, style guide compliance

**Senior Content Marketing Manager, *Animalz*** 08/2021 – present

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

Ideated and wrote multiple top-10 SERP 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 and edited copy for multiple junior content marketers

Managed team of inhouse and freelance writers to deliver 120 SEO-optimized articles to ClickUp in three months

Boosted TestGorilla's top-10 ranking keywords 18.2% MoM in first month with experimental AI-assisted content

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

**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

Reduced website bounce rate by 36%

Produced a video series that drew 166,000+ viewers

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

Grew Facebook audience 20%

Increased unique website visits 32%  
Managed a team of three content creators  
Edited and proofread all marketing materials before publication  
Drafted talking points and editorials for CEO, Governor  
Tracked legislative actions and crafted responses to new policies  
Developed an agency brand guide  
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

Ideated, researched, wrote and promoted 7-10 articles/week, plus weekly special sections and quarterly magazines  
Served as Monday night editor and weekend editor once a month  
Revealed fraud that prevented dozens of seniors from losing their homes  
Instigated creation of a Housing First program that now boasts 65 units  
Prompted legal investigation into city council mismanagement that led to multiple resignations

**Editor, Saratoga Sun** 03/2010 – 01/2013

Maintained editorial calendar of features, special sections and daily news  
Managed a team of two reporters. Edited written assignments for clarity, flow, comprehension.  
Learned basic HTML skills to format, tag, optimize and publish articles.  
Earned Wyoming Press Association awards for writing and photography

## Skills

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**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

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

## Education

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