

ANN CANTRELL

CONTENT SPECIALIST & WRITER

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SKILLS

Writing/Editing

Media Relations

Crisis Communications

Project Management

Digital Media Marketing

Content Strategy

Targeting/Audience Segmentation

Storytelling/Positioning

Social Media Strategy

EDUCATION

MASTER'S DEGREE
COMMUNICATIONS
Georgia State University
Graduated 2012

BACHELOR OF ARTS
HISTORY, ANTHROPOLOGY
University of Georgia
Graduated 2008

EXPERIENCE

DIRECTOR OF CONTENT MARKETING, SPRIG
April 2023 – Aug 2024
New York City, NY

Defined and led content operations to support a full-funnel marketing strategy, producing whitepapers, webinars, blogs, SEO content, videos and more.

- Launched thought leadership content strategy, creating an advertising campaign with targeted guides/infographics to **increase leads by 110% each month**.
- Launched SEO program, devising a strategy focused on bottom of funnel impressions and increased traffic to templates, blogs and product pages, driving an increase in organic traffic and conversions.
- Developed monthly webinar series with thought leaders (e.g. Coinbase, Ramp, Novo, AI experts and product influencers) to nurture leads, **increasing MQLs by 65%**.
- Managed all influencer and press outreach, promoting launches and evergreen content to drive brand awareness.
- Leveraged the personal brand of CEO, creating a thought leadership narrative for 5-6 podcasts a month and weekly posting on his social profile.

DIRECTOR OF CONTENT, DAILYPAY
Nov. 2021 – April 2023
New York City, NY

Led content strategy and data-driven content initiatives for B2B and B2C efforts.

- Developed brand messaging and tone of voice, training Marketing, Product and Growth on new brand messaging.
- Built content team from the ground up, creating a team of writers, content marketers and freelancers.
- Led production of all content including webpages, blogs, videos, ad campaigns, sales enablement pieces and whitepapers.
- Built SEO content program, driving increased impressions/clicks across non-branded and branded key terms.
- Partnered with Web Director to redesign website, using user research to create content tailored to business and consumer pain points.
- Developed content strategy to support API/developer launch to underserved audience that represented 80% of the business.

CONTENT STRATEGY LEAD, MONGODB
Jan 2021 – Oct 2021
New York City, NY

Developed content strategy to drive adoption of database platform with developers.

- Partnered with creative and web team to redesign website to support new brand and launch of brand campaign.
- Developed a new team to address audience needs and managed team of senior writers, content marketers and freelancers.
- Served as editor & chief, assigning content projects, maintaining the editorial calendar and producing content across all channels including email, social media, virtual events, videos and web.
- Managed a social media influencer program, devising the content, budget and schedule for content production.

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CONTENT SPECIALIST & WRITER

TECHNICAL SKILLS

Microsoft Office Suite

Sketch/Photoshop

Content Management Systems

XML

HTML

Basic SQL

Facebook APIs

EXPERIENCE CONTINUED

PRODUCT MARKETING MANAGER, META

Aug 2018 – March 2020

Seattle, WA

Developed the holistic marketing strategy for developer and advertising products.

- Working with developers and designers, built an in-product experience and microsite to address major pain points around platform changes.
- Used qualitative feedback and quantitative data to create a new Business Manager product page and marketing strategy that increased traffic by 30%.
- Managed developer product launches by targeting key audiences for growth and identifying the most effective channels for communication, including leveraging the F8 conference to reach 20k developers (over average of 4k).

CONTENT STRATEGIST, META

Dec 2016 – August 2018

Seattle, WA

Crafted audience-centric, research-based instructional content for SMBs.

- Partnered with UX research to create a research program where content strategists could understand the efficacy of materials and then improve content through direct advertiser feedback.
- Managed a program to improve the Facebook content management system and enable strategists to effectively test content.

COPY EDITOR/WRITER, AMAZON

April 2015 – Dec 2016

Seattle, WA

Oversaw the creation of all content across Amazon's beauty, health, grooming and pantry stores, before moving to Amazon Fresh to develop the content strategy.

- Managed the Beauty team's video project, creating and testing engaging content to drive product conversion.
- Partnered with the creative team to develop and implement the first content brand strategy for Amazon Fresh, elevating the brand and providing messaging guidance across marketing channels.
- Created content for digital and traditional media including detail pages, marketing placements, social media placements, direct mail pieces and video scripts.

COMMUNICATIONS ACCOUNT MANAGER, KELLEN COMMUNICATIONS

April 2013 – April 2015

Atlanta, GA

Managed the public relations, marketing and advertising strategy for clients in technical, business, manufacturing and health industries, creating a bi-monthly partner magazine and revamping the journal's design while decreasing overall budget.