

# ELISE POVEJSIL

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## PROFESSIONAL SUMMARY

Experienced B2B content marketing manager with 10+ years specializing in the development & expansion of organizations' content strategies. Highly skilled in creating & sharing educational/promotional content across owned/paid channels to grow brand awareness, authority, & engagement. Well-versed in current SEO best practices.

## SKILLS AND EXPERTISE

- Copywriting & Editing
- SEO: On-page, Off-site, Technical
- Multi-Channel Campaign Strategy & Management
- Brand Positioning & Message Development
- Managing Designers & Writers
- Website Management (WordPress, Webflow, Google Analytics, Google Search Console)

## EXPERIENCE

**AIRDEV, SAN FRANCISCO, CA:** *No-code software development agency (remote)*

**CONTENT MARKETING MANAGER:** JAN. 2022 - AUG 2024

- Developed & oversaw Airdev's first multi-channel content marketing strategy aligned to business objectives, designing campaigns & writing copy for blogs, landing pages, white papers, emails, social media, video scripts, etc.
- Conducted regular SEO audits & content optimizations to increase SERP rankings for target keywords, increasing site's organic search traffic by 300% over 1.5 years
- Worked closely with satisfied clients to write 22 case studies & secure testimonials to build social proof examples

**COLLEGIS EDUCATION, OAK BROOK, IL:** *Provider of online learning and IT-managed services to universities (remote)*

**MARKETING MANAGER, CONTENT & COMMUNICATIONS:** DEC. 2021 - JAN. 2022

- Owned brand's content lifecycle strategy, increasing blog traffic by 91% over 1 year
- Wrote short & long-form copy (web, blog, collateral, email, white papers, infographics, articles, ads, etc.) to educate & increase leads, publishing 1+ new content pieces per week
- Led social media campaigns across company channels, leading to a 34% YoY increase in social-driven web traffic
- Responsible for developing & educating internal teams on a new brand positioning framework

**ILLINOIS COLLABORATION ON YOUTH, CHICAGO, IL:** *Trade association for IL's human services agencies*

**MARKETING COMMUNICATIONS MANAGER:** FEB. 2019 - DEC. 2020

- Managed owned communication channels (website, email, social media, PR); produced digital/print materials to support ICOY members, programs, & policy goals, including two semi-weekly eNewsletters, legislative fact sheets, reports, blogs, web copy, press releases, statements, flyers, social media posts, etc.
- Directed a post-merger rebranding initiative with an external agency, generating new brand positioning, messaging, logo/tagline, website, & brand guidelines
- Led branding creation for the Illinois Juvenile Justice Commission, resulting in new brand positioning, messaging, & creative assets to elevate the organization's visibility with lawmakers & community partners

**WILEY UNIVERSITY SERVICES, OAK BROOK, IL, 2012 - 2019:** *Sub-division of Wiley providing services & tech to universities*

**ASSOCIATE CORPORATE BRAND MANAGER:** MARKET STRATEGY & DEVELOPMENT, OCT. 2016 - FEB. 2019

- Responsible for all content marketing efforts (including strategy, editorial calendar, creation, amplification, & performance measurement), increasing website leads by 855% in 1 year
- Led planning & execution of organic social media strategy, increasing social-driven web traffic by 110% YoY
- Wrote lead-gen emails, including a quarterly eNewsletter, resulting in a 77% increase in email web traffic

**CONTENT MARKETING SPECIALIST:** MARKET STRATEGY & DEVELOPMENT, APRIL 2015 - OCT. 2016

**PRODUCT MARKETING COORDINATOR:** ENTERPRISE CLOUD CRM APP BUILT ON SALESFORCE, JULY 2012 - APRIL 2015

## EDUCATION

**DEPAUW UNIVERSITY, GREENCASTLE, IN**

- B.A. in Conflict Studies (focus on Political Science, History, Anthropology) — Graduated May 2012

## OTHER

- Current bartender/server at Taps & Takeout (local pub in Oakland, CA)
- Founder of Oakland-based crawfish boil pop-up business