

Jackie Eldridge

Digital Marketer | Senior Copywriter | Content Strategist

1540 West Saragosa Street
Chandler, AZ 85224
(480) 845-2191
jackedinphx@duck.com

You get a digital marketing pro who crafts tailor-made, optimized content to drive traffic, ignite lead generation, and increase conversions while building brand awareness. Proven ability to develop strategic content plans, execute across multiple platforms, and analyze data to measure campaign success. Highly skilled in creating compelling blog posts, articles, marketing collateral, social media content, and email marketing campaigns aligned with brand voice and target audience.

EXPERIENCE

Content Marketing Lead August 2022- Present

Charity Auctions Today, Chicago, IL SaaS charity auction site

Chosen to pump new life into a low-performing website.

Performed content audit that identified sitewide SEO errors, low-performing keywords, plus underperforming blog posts.

Created a content plan that included replacing nonperforming content with fresh, optimized copy while updating on-page SEO and meta.

Phase Two content marketing strategy and editorial calendar designed to deliver consistent, high-quality content across channels. Regularly monitored, interpreted, and reported on content performance and related KPIs to identify opportunities and learnings. Amplified customer experiences through testimonials and case studies.

Content Marketing Manager June 2019 - August 2022

SYNERGY HomeCare, Gilbert, AZ National home care franchise

Authored all public-facing content. Collaborated with designers, sales, and product development to ensure content aligned with business goals. Ensured corporate franchise website content was competitive, fresh, and WCAG-compliant. Created high-quality, engaging content across various platforms and formats, including blog posts, social media updates, newsletters, quarterly print magazine, videos, and infographics. Wrote all web and quarterly magazine content. Continually improved content performance via A/B testing.

Content Marketing Manager July 2017 - May 2019

Webgility, Scottsdale, AZ SaaS for e-commerce entrepreneurs

Hired by agile SaaS start-up to build online presence via blog posts, website content, landing pages, UX best practices, customer success stories, press releases, email scripts for lead generation, white papers, interviews, case studies, email newsletters, social media, video scripting, and any public-facing content for an agile sales environment.

Director of Marketing July 2010 - May 2017

DollarDays Intl, Scottsdale, AZ Largest US online wholesaler

Responsible for driving revenue growth. Leveraged HubSpot Marketing Automation to optimize customer engagement using targeted variable content distribution, increasing user engagement metrics by 27%. Resurrected underperforming affiliate program, increasing affiliate sales by 200%. Built strong marketing partner relationships to complement in-house marketing efforts while staying ahead of popular industry trends and technologies. Worked closely with marketing team, merchandising, IT, business development, and operations to exceed revenue goals, year over year.

KEY SKILLS/COMPETENCIES

Content Writing
Content Marketing
Copywriting
SEO
Digital Marketing
Social Media
Email Expert
Brand Management
Google Analytics
A/B Performance Testing
Communication
Time Management
Editor/Proofreader
Critical Thinker
Flexible and Motivated
Innovative

TECH SNAPSHOT

Slack
Google Business Suite
SEMrush
Ahref
Screaming Frog
Crazy Egg
Adobe Creative Suite
WordPress
HubSpot
Leadpages
Agorapulse
Hootsuite
(I love technology)

EDUCATION

Ohio University
BS in Journalism