

LILLIAN GRACE HOOPER

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PROFESSIONAL SUMMARY

Content marketer with 3+ years across B2B SaaS and agency environments, with a strong foundation in email marketing, SEO, copywriting, and visual asset production. Consistent track record of measurable results: 63% email open rates, 166% webinar attendance lift, and 40 SEO-optimized blogs per month across 30 accounts. Known for bringing a storyteller's instinct to every channel and a keen attention to keeping campaigns cohesive from first touchpoint to last. Thrives in collaborative, purpose-driven teams where content is a real driver, not a deadline to hit.

EDUCATION

University of Nevada, Reno | College of Liberal Arts

Graduated: June 2021

Bachelor of Arts in Communication Studies | Minor in Business Administration

PROFESSIONAL EXPERIENCE

X3 Marketing Group | Content marketing agency serving service-based businesses

June 2025 – Present

Content Marketing Manager

- Owned 8 email newsletters across internal and client brands; drove open rates up to 63% and CTRs of 8% by pairing subject line testing with audience segmentation and send-time optimization, consistently 2-3x industry average.
- Scaled blog output to 40 SEO-optimized articles per month across 30 accounts by building an editorial workflow covering content briefs, draft review, and iterative optimization in SearchAtlas, rewriting content to hit target SEO scores and incorporate recommended keywords, then tracking post-publish performance in Google Analytics; layered in GEO and AEO techniques to extend client visibility into Google AI Overviews and generative search surfaces.
- Produced paid and organic visual assets in Canva including Meta ads, display ads, carousels, and static social posts; managed end-to-end content calendar execution across all channels from planning through publishing and monthly performance reporting.
- Served as sole creative strategist and visual producer across four accounts, owning everything from brief to final asset across educational carousels, trending formats, on-camera video, client footage reels, and Meta ads.
- Wrote SEO-optimized website copy for client sites, translating each brand's voice and value proposition into clear, conversion-focused page content.

Career transition following position elimination

2024 – 2025

Icon Savings Plan | B2B fintech SaaS startup, portable retirement plans for SMBs

September 2022 – May 2024

Marketing Coordinator

- Owned cross-functional campaign execution across Sales, Partnerships, and Customer Success, gathering intel from satisfaction surveys I designed, translating findings into updated messaging, and shipping new collateral aligned to each product release cycle.
- Grew webinar attendance 166% by redesigning the full promotional funnel: rewrote registration copy, rebuilt the email nurture sequence, added retargeting touchpoints, and introduced a post-event follow-up cadence that converted attendees into pipeline.
- Built 30+ WordPress landing pages paired with QR code campaigns to create self-serve enrollment funnels for enterprise clients, reducing sales team lift on onboarding; designed a partner referral portal adopted by 30+ partners within the first quarter.
- Produced a full sales enablement library including FAQs, proposals, white papers, case studies, and onboarding kits in Adobe InDesign and Acrobat, giving the Sales, Partnerships, and CS teams on-brand, ready-to-send assets for every stage of the funnel.

Icon Savings Plan

May 2022 – September 2022

Sales Development Representative

- Scaled meetings set from 20/month to 20/week as the sole SDR, reaching 200% of quota on multiple occasions by rewriting outbound email copy and refining audience segmentation, increasing meeting volume 300% week-over-week.

SKILLS

- Email marketing (Customer.io, Constant Contact) • SEO, GEO & AEO content strategy • Keyword research & performance tracking • Long-form editorial & blog content • Sales enablement collateral • Brand voice development • Campaign strategy & execution
- Canva • Adobe InDesign • Adobe Acrobat • Figma • WordPress/ WordPress Elementor • HubSpot • Google Analytics • SearchAtlas • Notion • Asana • Apollo • Phrase.io • ClickUp • Microsoft Office • Google Suite
- AI-integrated workflow: Claude, ChatGPT, actively applied to research, drafting, repurposing, and content scaling