

# Carina Sorrentino

CONTENT MARKETER | [CFSORRENTINO@GMAIL.COM](mailto:CFSORRENTINO@GMAIL.COM) | [LINKEDIN](#) | [PORTFOLIO](#)

## ABOUT

Hi there! I'm Carina – a seasoned content marketer with 7+ years of experience helping brands tell their stories. Outside of my day-to-day work, I enjoy getting involved in my community (as a founding member of GEM: Gender Equity @ Mendix), bike riding (I've completed 3 long-distance charity rides), and spending time with my dog.

## SKILLS

### CONTENT STRATEGY

Copywriting & Editing, Event Content, SEO, Persona Development, Executive Presentation Building, Content Distribution, Analytics & Reporting

### PLATFORMS

WordPress, Seismic, Skyword360, Squarespace, Canva, RainFocus, Google Analytics, SEMRush, Moz, Adobe Analytics, PowerBI, Salesforce, Mailchimp, SurveyMonkey, DoubleClick Manager, Confluence, JIRA, Microsoft Office, Google Docs, DropBox, Social Media Platforms

### CERTIFICATIONS

[Pragmatic Institute Foundations](#)  
[Advanced Google Analytics](#)  
[Mendix RAD Certified](#)

## EDUCATION

### UNION COLLEGE (NY)

Sept 2011 – Jun 2015

*Bachelor of Arts, Political Science*

## CONTENT MARKETING EXPERIENCE

### CONTENT LEAD, CUSTOMER STORIES | MENDIX | DEC 2021 – PRESENT

- Interview Mendix customers and experts to produce detailed case studies for ~5K monthly visitors to [mendix.com/customer-stories/](https://mendix.com/customer-stories/)
- Have a deep understanding of and help to refine content for technical marketing personas including IT leaders, developers, and architects
- Collaborate with and project manage stakeholders across Mendix (video production, product marketing, design, website, product management) to deliver customer stories in mediums such as video, blog posts, infographics, audio, email, and website copy
- Revamped customer story activation process, templating digital promotion and sales enablement bill of materials
- Collaborated with design and web teams to relaunch an updated customer stories webpage, recommending UX and SEO optimizations
- Guide a team of 2 full-time and 2 part-time content writers
- Developed and manage the first global Mendix Content Calendar

### CONTENT MARKETING MGR, EVENTS | MENDIX | SEP 2019 – DEC 2021

- Crafted an event agenda of 120 video sessions and 240+ event speakers in 2020 and 2021, increasing engagement by 70% YoY
- Managed keynote storylines for Mendix executives and high-profile external speakers including Simon Sinek and Neri Oxman
- Designed and delivered enablement hubs for sales teams to articulate content value in prospect and customer conversations
- Standardized persona and brand guidelines for Mendix events to inform messaging and brief in key stakeholders

### SENIOR CONTENT STRATEGIST | SKYWORD | DEC 2018 – SEP 2019

- Managed editorial calendars for websites with a combined visibility of over 200K average monthly visitors in 9 countries
- Lead email testing for a talent acquisition program, growing subscribers to over 5K in 6 months and improving CTR by 39%
- Managed a Content Coordinator/Content Specialist

### CONTENT STRATEGIST | SKYWORD | OCT 2017 – DEC 2018

- Refined keyword strategy for a B2C content program, increasing organic search visits to the client's site by 1000% (+73K visits) and program applicants by 168% (+1K) in 2018
- Developed 70+ original content ideas per month to guide freelance writers in creating editorial content

### MEDIA PLANNER | HILL HOLLIDAY | MAR 2017 – OCT 2017

### ASST. MEDIA PLANNER | HILL HOLLIDAY | JAN 2016 – MAR 2017