




Chris Caesar


Digital Content Specialist

A former journalist turned content marketer, with a proven track record of delivering successful, eye-catching, and mission-driven campaigns throughout the customer journey — particularly in the B2B tech space.

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Malden, Massachusetts 

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KEY SKILLS

B2B Copywriting

Branding

Digital Marketing

Ecommerce

Content Strategy

Storytelling

Research-Driven Content

Copywriting

PROFESSIONAL EXPERIENCE

Copywriter (Contract)

Meta (Facebook)

10/2022 - 01/2024

Menlo Park, Calif.

Achievements/Tasks

- Contributed to a small-but-mighty content team on a one-year extended contract, achieving a 92% MQL conversion rate. Demand generation and growth-focused content doubled the expected rates for sales opportunities and user adoption goals.
- Helped launch and contribute to the success of the WhatsApp Business blog, driving traffic from zero to a million views in seven months.
- Leveraged original research, strategized, and executed content campaigns throughout all stages of the customer journey, effectively driving both awareness of Meta's business messaging solutions and lead generation for our sales team.

Note: You can view a portfolio of my work at chriscaesar.com

Copywriter (Contract)

Salsify

02/2020 - Present

Boston, Massachusetts

Achievements/Tasks

- Developing top-of-funnel, awareness-driving content on a monthly basis for the rapidly-growing SaaS/ecommerce platform.
- Monthly blog posts have maintained a consistent 2%+ click-through rate on all CTAs.
- Projects include long-form E-books, blog posts, how-to guides, and features on leaders in the marketplace. Strong focus on simplifying complicated, data-driven concepts for a general audience of marketing and ecommerce professionals.

Principal/Copywriter

chriscaesar.com

10/2015 - Present

Malden, Massachusetts

Achievements:

- Marketing content clients included SurveyMonkey, Salsify, WP Engine, Compound Growth Marketing, Global Citizen, Suffolk University, Wise PR, and more.
- Other writing featured in The Washington Post, The Boston Globe, Mic, Splinter News (Gizmodo), NBC Boston, Metro, Death and Taxes, CAFE and more.
- Expert-level familiarity with a variety of CMS platforms, including Wordpress, Drupal, Joomla and more.

EDUCATION

Government/International Relations, Philosophy (B.A.)

Clark University

Worcester, Massachusetts

CERTIFICATES

Hubspot: Content Marketing Certification (2019)

Udemy: Complete Digital Marketing Course (2019)