


Chris Caesar


Digital Content Specialist

A journalist turned content marketer, with a track record of delivering high-impact B2B campaigns—particularly in the SaaS space. A portfolio of my work is available at <http://chriscaesar.com>

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(339) 224-3268 

Malden, Massachusetts 

Full job history available at: 
<https://www.linkedin.com/in/chriscaesar>

KEY SKILLS

| | | | |
|------------------|--------------|-------------------------|-------------|
| B2B Copywriting | Branding | Digital Marketing | Ecommerce |
| Content Strategy | Storytelling | Research-Driven Content | Copywriting |

PROFESSIONAL EXPERIENCE

Copywriter (Contract) WP Engine

07/2024 - Present

Austin, Texas

Achievements

- Developed targeted B2B content for creative agencies, positioning WP Engine as the ideal platform for their unique needs, contributing to 20% YoY organic traffic growth.
- Created blog posts, long-form guides, and marketing assets aligned with demand generation efforts, supporting a 30% increase in attributed revenue from organic content.
- Played a role in content strategy efforts that helped drive 10% YoY growth in first-page search rankings.
- Collectively enhanced WP Engine's overall click-through rates by 10% YoY, driven by compelling meta descriptions and CTAs.

Copywriter (Contract) Meta (Facebook)

10/2022 - 01/2024

Menlo Park, Calif.

Achievements

- 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 contributed to the WhatsApp Business blog, driving traffic from zero to a 1M 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 Meta's sales team.

Content Marketer/Journalist chriscaesar.com

10/2015 - Present

Malden, Mass.

Achievements:

- Crafted marketing content for clients including SurveyMonkey, Salsify, WP Engine, Compound Growth Marketing, Global Citizen, Suffolk University, Wise PR, and more.
- Placed journalism stories in national outlets like The Washington Post, The Boston Globe, Mic, Splinter News (Gizmodo), NBC Boston, Metro, Death and Taxes, CAFE and more.
- Gained proficiency with a wide variety of CMS platforms, including Wordpress, Drupal, Joomla and more.

PROFESSIONAL EXPERIENCE

Operations Supervisor, Case Investigations Partners In Health

04/2020 - 01/2022

Boston, Mass.

Achievements

- Worked directly with thousands of people across the state impacted by Covid-19, securing assistance and other support while they were quarantined.
- Promoted to manage a team of five supervisors, as well as about 100 Covid-19 case investigators and contact tracers.
- Monitored, analyzed and acted on complex data sets with Amazon Web Services and Salesforce to identify productivity snags and quickly find solutions.
- Managed training and logistical onboarding for dozens of new hires.
- Maintained productivity standards on a day-to-day basis, ensuring strict adherence to public health protocols.

Breaking News Reporter/Weekend Homepage Editor, Boston.com Boston Globe Media

01/2014 - 10/2015

Boston, Mass.

Achievements

- Oversaw the newsroom on weekends and evenings, assigning breaking stories to writers and tracking developing stories. Maintained style guidelines and enhanced articles for SEO optimization.
- Led a number of traffic spikes to the site, including a post on Malaysia Airlines Flight 370 conspiracy theories. The piece was the No. 1 article on the site for days and led to a guest appearance on CNN — a first for the relaunched site.
- Wrote hundreds of stories on topics ranging from politics to online culture. Broke several major stories before competitors due to careful monitoring of social media sources. Stories were picked up by national outlets, including The Washington Post, Gawker and Reason magazine.

Local Editor AOL (Patch.com)

04/2011 - 09/2013

Boston, Mass.

Achievements

- Grew Malden Patch to one of the most popular Patch sites in New England (out of several dozen).
- Oversaw a strategy that tripled unique traffic in less than a year and regularly more than doubled Malden Patch's monthly goals for reader engagement.
- Maintained one of the network's most engaged Twitter accounts (out of approximately 900 sites). Turned Malden Patch's Facebook page into one of New England's most engaged, growing its follower count sixfold in less than two years.

EDUCATION

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

Worcester, Massachusetts

CERTIFICATES

The Complete Digital Marketing Course (Udemy)

A comprehensive review of digital marketing best practices, concepts, and strategies across a variety of channels.

Content Marketing Certification (HubSpot)

An online class covering best practices in content marketing.