



Chris Caesar

Digital Content Specialist

A former journalist turned copywriter, with a proven track record of delivering successful, eye-catching, and mission-driven campaigns that convert — particularly in the b2b tech space.

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SKILLS

B2B Marketing

Brand Messaging

Digital Marketing

Ecommerce

Content Strategy

TOFU/MOFU Content

Editorial Management

Storytelling

Data-Driven Content

Copywriting

Journalism

Management

PROFESSIONAL EXPERIENCE

Copywriter (Contract) Meta (Facebook)

10/2022 - Present

Menlo Park, Calif.

A global technology company operating a suite of social media and networking platforms that connect billions of people worldwide.

Achievements/Tasks

- 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.
- Contributed to a small-but-mighty content team, achieving a 92% MQL conversion rate. Our demand generation and growth-focused content doubled the expected rates for sales opportunities and user adoption goals.
- Helped to launch and contribute to the success of the WhatsApp Business blog, driving traffic from zero to a million views in seven months.

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

Copywriter (Contract) Salsify

02/2020 - Present

Boston, Massachusetts

Leading provider of SaaS solutions for omnichannel e-commerce product management.

Achievements/Tasks

- Developing top-of-funnel, awareness-driving content on a monthly, as-needed basis for a rapidly-growing B2B SaaS provider.
- Monthly blog posts maintained a consistent 2%+ clickthrough rate on all CTAs.
- Projects include long-form E-books, blog posts, how-to guides, and features on individuals/thought leaders in the marketplace. Strong focus on simplifying complicated, data-driven concepts for a general audience of marketing and ecommerce professionals.

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

Principal/Copywriter chriscaesar.com

10/2015 - Present

Malden, Massachusetts

A one-stop content outlet offering a range of engaging, SEO-enhanced web content services for both corporate and nonprofit clients.

Achievements:

- Writing featured in The Washington Post, The Boston Globe, Mic, Splinter News (Gizmodo), NBC Boston, Metro, Death and Taxes, CAFE and more.
- Marketing content clients included SurveyMonkey, Salsify, Global Citizen, Suffolk University, Wise PR, B2W Software, Lisa Baker Marketing, NWSRMS, Signal Real Estate and more.
- Projects included e-books, long-form journalism, informational blog posts, web copy, marketing emails and more.
- Expert-level familiarity with a variety of CMS platforms, including Wordpress, Drupal, Joomla and more.

PROFESSIONAL EXPERIENCE

Operations Supervisor, Case Investigations Partners In Health

04/2020 - 01/2022

Boston, Massachusetts

Limited contract project with the state's Covid-19 contact tracing operations, the first program of its kind in the United States.

Achievements/Tasks

- Worked directly with thousands of people across the state impacted by Covid-19, securing assistance and other support while they were quarantined.
- Was later promoted to manage a team of five supervisors, as well as approximately 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, Massachusetts

New England's most widely read regional news source.

Achievements/Tasks:

- Wrote hundreds of stories on topics ranging from politics to online culture. Broke several major stories before our competitors due to careful monitoring of social media sources. Stories were picked up by national outlets, including The Washington Post, Gawker and Reason magazine.
- 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.

Local Editor AOL (Patch.com)

04/2011 - 09/2013

Boston, Massachusetts

A local news network then comprising more than 900 daily outlets across the U.S.

Achievements/Tasks

- Grew Malden Patch to one of the most popular Patch sites in New England.
- Maintained style guidelines and also enhanced content for SEO optimization.
- Oversaw a strategy that tripled unique traffic in less than a year and regularly more than doubled our monthly goals for reader engagement.
- Maintained one of the network's most engaged Twitter accounts (out of approximately 900 sites). Turned our 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 Clark University

08/2002 - 05/2006

Worcester, Massachusetts

INTERESTS

Music

Film

Podcasting

Social Media

Comedy

Creative Writing

Visual Art

Journalism

Short Stories

Politics and Public Policy