

A journalist-turned-content marketer, with a track record of delivering high-impact, revenue-driven B2B campaigns—particularly in the SaaS space. Portfolio available at <https://www.chriscaesar.com>

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 Malden, Massachusetts

 Full career history: <https://www.linkedin.com/in/chriscaesar>

 KEY SKILLS

Demand-Gen Content

Revenue Attribution

SEO and Keyword Strategy

Editorial Leadership

Content Funnel Strategy

Cross-Functional Collaboration

Conversion Copywriting (B2B)

Research-Driven Strategy and Content

 RELEVANT 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.
- Co-developed content strategy focused on keyword targeting and topic clusters, resulting in a 10% YoY growth for first-page search rankings.

Copywriter (Contract)

Meta (Facebook)

10/2022 - 01/2024

Menlo Park, Calif.

Achievements

- Achieved a 92% MQL conversion rate as a key contributor to the content team on a one-year extended contract. Demand generation and growth-focused content doubled the expected rates for sales opportunities and user adoption goals.
- Co-launched the WhatsApp Business blog, scaling traffic from 0 to 1M+ monthly views in 7 months through strategic content development and SEO.
- 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.

Freelance Content Marketer/Journalist

chriscaesar.com

10/2015 - Present

Malden, Mass.

Achievements:

- Delivered targeted content solutions for a total of 10+ B2B and B2C clients, including SaaS leaders like SurveyMonkey and Salsify, consistently driving lead generation and enhancing brand authority.
- 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.
- Proficient across multiple CMS platforms (WordPress, Drupal, Joomla), enabling seamless content deployment in diverse client technical environments.

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## RELEVANT PROFESSIONAL EXPERIENCE

### Operations Supervisor, Case Investigations

Partners In Health

04/2020 - 01/2022

Boston, Mass.

#### Achievements

- Provided critical assistance and support to thousands of individuals statewide impacted by Covid-19 quarantine protocols.
- 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.
- Upheld 100% team compliance with public health protocols while managing productivity for a 100-person team of investigators and contact tracers.

### 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.*