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| content marketing manager7+ years’ experience delivering exceptional content experiences that find the target audience, resonate throughout every stage of the marketing funnel, and convert prospects to loyal customers. |
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| key SKILLsData-Driven Distribution Consumer Behavior Insights A/B Testing & OptimizationChannel-Specific MessagingSEO Best Practices HTML Coding & CMS SkillsProject Management certificationsHubSpot: *Content Marketing*, *Inbound* & *Email*Google Analytics Google AdWords |  | **CAREER HIGHLIGHTS*** Drove a 200% increase in web traffic by implementing integrated digital marketing campaigns.
* Developed an email marketing strategy that produced an open rate of 43% and grew contact database by 178%.
* Launched, managed and scaled two ongoing thought leadership content platforms that now see 500,000 unique visitors and generate over 350 quality leads each month.
* Used historical and SEO optimization tactics to increase monthly organic search views of previously published assets by 112%.
* Repeatedly recognized for top performance through fast-track promotions and selection for high-priority initiatives.
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# Experience

RECOVERY BRANDS/AMERICAN ADDICTION CENTERS •  San Diego, CA •  March 2014 – Present

**Content Marketing Manager •** January 2017 – Present

*Conceptualizes, creates, and measures digital campaigns designed to maximize high-value lead generation and business growth. Manages an in-house team of five editors and a freelance team of 50 content creators. Oversees $215K in annual spend for the promotion of social media initiatives and B2B/B2C content marketing campaigns. Highlights include:*

* Managed content creation and promotion for Recovery Brands' inaugural multi-city ethical marketing conference.
* Boosted lead generation by 68% through strategic content marketing and social media channels, setting a record-breaking 75K leads in Q1.
* Conceptualized, launched, and co-hosted a monthly Facebook Live show; episodes consistently earned 10K views, boosted average engagement by 178%, and increased mobile referral traffic by 119%.

**Sr. Managing Editor •** November 2014 – December 2016

*Oversaw daily operations of the organization’s blogs, email communications, newsletters, and thought leadership platforms. Highlights include:*

* Spearheaded Recovery Brands' first B2B content marketing campaign, which generated 19% of sales pipeline from marketing-based activities, 1,223 target audience impressions, and over 180 MQLs at a lower average cost per lead.
* Developed and implemented a new blog strategy for Rehabs.com; the blog was voted *#1 Addiction Blog on the Internet* by FeedSpot.com six months later (2016) and again in 2017.
* Recruited and managed more than 60 industry experts for the company’s first influencer marketing content campaign. Successfully converted 52 of those experts into brand ambassadors.

**Blog Manager (Remote Position) •** March 2014 – November 2014

*In charge of the content creation, publication, optimization, and promotion of eight unique blogs. Highlights include:*

* Implemented an SEO strategy that grew all first-tier blogs to rank organically for over 600 keywords on Google.
* Used analytic data and consumer behavior insights to create accurate audience personas.
* Increased blog traffic by 48% through diversified content offerings in the form of short- and long-form posts, visual content, and guest blog posts.

FREELANCE WRITER & EDITOR •  Newport, TN •  October 2010 – March 2014

*Wrote and edited a wealth of actionable content as an independent contractor for B2B, B2C, and nonprofit clients.* *Highlights include:*

* Created whitepapers, e-books, and communication briefings for e-magazines, newsletters, and blogs.
* Honored by the United States Leadership Forum for two commissioned whitepapers that helped Gulf Coast citizens obtain funding to rebuild after the 2010 BP oil spill.
* Consistently offered long-term contracts as a result of skills, attention to detail, and dependability.

# education

*East Tennessee State University*, *Johnson City, TN*

**Bachelor of Arts, Marketing**

*Tennessee Technology Center, Morristown, TN*

**Licensed Practical Nursing (LPN)**