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Claire Banks, Content Marketing Associate

Experienced and driven Content Marketing Specialist with over six years of experience creating compelling content across multiple media platforms. A passion for detail oriented and creative writing, and the ability to adapt content messages for multiple audiences across multiple platforms. Accustomed to high level of responsibilities including creating content for a company's websites, infographics, webinars, videos, and articles. Passionate about delivering entertaining and captivating content with an unobstructed path toward achievement.

Employment History

Content Marketing Associate at Better Homes and Gardens, New York

March 2013 — September 2019

- Produced compelling content for a variety of channels including editorial spreads, blog posts, facebook, email, and our website.
- Analyzed past marketing initiatives and revamped the company's marketing efforts to keep readers and attract new ones.
- Successfully restructured our online presence, giving it a fresh and new feel.
- Aimed to provide readers with valuable information and valuable content.
- Oversaw direct marketing trends that reached 100 million+ consumers.

Web Content Assistant at Better Homes and Gardens, New York

April 2011 — February 2013

- Assisted Content Marketing Associates with all administrative duties associated with web content.
- Contributed to brainstorming sessions involving the design, conception, and creation of new digital content.
- Took to all social media platforms to disperse content and news.
- Adapted communication style to the project goals and audience.
- Constantly searched for new opportunities to engage new audiences.
- Responded to feedback and worked in an entirely collaborative spirit.
- Assisted with evaluating the impact of social media programs.

Education

Bachelor of Communications, Fordham University, New York

August 2008 — May 2012

High School Diploma, Marmount High School, New York

September 2004 — May 2004