



## DIRECTOR OF DIGITAL CONTENT STRATEGY

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Senior Director-level Content Strategy consultant with over 15 years of experience. Managed large-scale teams and projects for top agencies and big brands across all industries, verticals, and channels. Rare blend of skills in digital marketing, UX, Internet Architecture, Audience Development, CRM, Social and SEO strategies. Passionate about user experience, creative content, innovative ideas, and solving problems.

## EXPERIENCE

DIRECTOR, DIGITAL STRATEGY CONSULTANT | TWIST IDEA LAB STRATEGY | JAN 2013-JAN 2019 | DALLAS, TEXAS

### *Highlighted Clients*

- Managed re-branding and integrated marketing strategy for Charbroil—using influencer outreach, affiliates, social media, how-to content—resulting in 75% decrease in customer service costs, 30% increase in traffic, and a 20% increase in revenue over 1 yr
- Rebuilt content and user experience for Mycigna.com customer service portal—lowering customer service calls by 8% after launch
- Drove content strategy for Hot Spring Spas, revitalizing the content marketing, product pages, SEO, and lead generation—increasing qualified leads across the funnel by 13% in 1 yr
- Led brand strategy and content marketing for Mars Brands (Nutro and Greenies)—using search-driven pet health articles to optimize engagement and search. Traffic up by 12% in 1 month.
- Developed user-experience and SEO content marketing roadmap for Pergo flooring, increasing engagement by 20% in 2 yrs
- Led content strategy for award-winning health apps: MoodHacker, MindSet, BlipHub, CoachHub, Love Every Day
- Created Orkin's content strategy, "Pest Control as a Science"—building a lively social community and increasing site traffic by 18%, social leads 20%, and conversions 65%
- Built social lead generation content marketing strategy for travel vaccine PAXVAX, leveraging awareness through an contests and news campaigns—resulting in 7K new followers in 1 mos.
- Headed global digital monetization and content strategy roadmap for graduate education site, MBA.com, with a conservative projected revenue increase of \$1MM in 12 mos.

SR. MANAGING DIRECTOR, DIGITAL MARKETING STRATEGY | REALPAGE | OCT 2011 - JAN 2013 | DALLAS, TX

- Directed company marketing through 4 acquisitions, a website rebuild and rebranding, and a CRM implementation—creating strategic practices around governance, publishing lifecycle, and brand consistency
- Managed team of 15 content specialists
- Implemented user-experience best practices, SEO, SEM, and content marketing—doubling site traffic in 1 month, and increasing new leads by 24%

DIRECTOR, CONTENT STRATEGY | THE HOME DEPOT | SEPT 2010 - SEPT 2011 | ATLANTA, GA

- Developed new e-commerce and services content strategy, collaborating with 100+ stakeholders to create engaging content, resulting in a massive decrease in customer complaints
- Built internal content strategy team and processes from ground up



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### MORE EXPERIENCE

#### SR. MANAGER, CONTENT STRATEGY | RAZORFISH | JAN 2008 - SEPT 2010 | ATLANTA, GA

- Supervised strategy for ADT Security's logged-in customer help, using personalized AI chatbot experience, resulting in 45% decrease in customer calls
- Created content personalization strategy for AT&T small business site, leading to repeat business for the agency
- Collaborated on Delta.com rebranding strategy and site redesign

#### SR. MANAGER, CONTENT STRATEGY | GENEX | JAN 2007 - JAN 2008 | ATLANTA, GA

- Steered content strategy for large-scale SunTrust web redesign, including gathering requirements from 100+ stakeholders, architecting front- and back-end CMS taxonomy, and developing a style guide
- Managed team of 25 inexperienced digital writers through development of over 1000 pages of content

#### SR. MANAGER, CONTENT STRATEGY | LIQUIDHUB INTERACTIVE | SEPT 2006 - DECEMBER 2008 | ATLANTA, GA

- Created community strategy and managed content development for Sears' Manage My Home site, using personalized content algorithms and search optimized content that paired projects with Sears' tools for purchase
- Grew community of experts to +2MM users and increased Facebook fanbase by 10X within 24 mos.

*\*Ask for experience prior to 2006*

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### EDUCATION

- University of Colorado at Boulder | Major: Journalism | Minor: Digital Advertising | 1997

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### CERTIFICATIONS

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| • Google AdWords   | • Facebook Ads     |
| • Google Analytics | • Instagram Ads    |
| • HubSpot          | • Salesforce Admin |
| • Hootsuite        |                    |

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### TECHNOLOGY

#### CMS

- WordPress, Drupal, Sitecore

#### EMAIL

- MailChimp, Envato, Pardot, Weber

#### SEARCH & ANALYTICS

- Moz, SEMRush, Google Analytics, Buzzsumo

#### CRM

- Salesforce, HubSpot, Marketo