

# Rachel Sharpton

CONTENT MARKETING MANAGER

## SUMMARY

Collaborative and creative manager accomplished at developing a brand voice guide and coordinating multiple projects among high-level stakeholders.

With more than 12+ years' of professional work history, I have a strong background in creative writing, and am skilled in adapting content messages for multiple audiences across multiple platforms.

## EDUCATION

**Swansea University,**  
**Swansea, Wales, UK**  
*MFA, Creative and Media Writing,*  
*Honors: Passed with Merit)*

**Biola University,**  
**La Mirada, CA, USA**  
*BA, English Writing,*  
*Honors: Magna Cum Laude*

## RELEVANT SKILLS

★★★★★ Microsoft Excel  
★★★★☆ Wordpress  
★★★★★ Copywriting  
★★★★☆ Google Analytics  
★★★★☆ Agile Project Management

## LANGUAGES SPOKEN

★★★★★ English  
★★★★☆ Japanese  
★★★☆☆ Mandarin  
★★☆☆☆ German

*\*Full CV and References available upon request.*

## CONTACT

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## PROFESSIONAL EXPERIENCE

### Manager, Content and Copy (1 year) at Inspire Clean Energy, Santa Monica

- Created a brand and style guide from scratch for all written collateral to create brand value and increase organic search engagement and overall time on the site.
- Wrote 2000+ words per week of original, thought-piece oriented blog content that increased this engagement by 44%.
- Consistently created and evaluated a/b testing for email marketing campaigns, improving lead conversion rates by more than 26%.

### Product Marketing Manager (1 year) at Fractal Design, Taipei, Taiwan

- Regular meetings with Product Development resulted in a more seamless and quick transition from tech specs to marketing materials, increasing project and timeline efficiency by 50%.
- Developed improved internal marketing materials and led the training of the international sales team, increasing their sales accuracy rate and product knowledge base.
- In an international marketing office, improved communication and project coordination across the board for smoother project completion.

### Senior Copywriter/Content Creator (6+ years) Experts Exchange, Newegg, Inc., Surdell & Partners

- Revamped the brand and style guide for all marketing materials.
- Created case studies, white papers and other sales collateral.
- Conducted a/b tests on lead generation campaigns.
- Collaborated on multiple projects across all departments.

