

# BETHANY CARTWRIGHT

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## PROFESSIONAL EXPERIENCE:

### Associate Marketing Manager & Content Strategist

*June 2016 - Present*

#### Global Co-Marketing | HubSpot

- Executes 6-8 acquisition content campaigns per month in collaboration with external partners. Campaigns I work on contribute to ~10% of marketing lead acquisition each month.
- Works with internal stakeholders and teams to launch, promote, and execute content campaigns with potential reach of up to 10 million that drive minimum 2000+ leads per campaign
- Frequently contributes to HubSpot Marketing Blog, writes & designs ebooks & HTML content, and innovates new ways of reaching our audience and creating interesting content
- Focuses on strategizing, writing, designing, and editing content in collaboration with partners

### Marketing Freelancer (part-time) | Self-Employed

*September 2015 - Present*

- Creates content & manages projects for clients like HubSpot (previously) and Trello
- Examples of projects I've completed include writing and designing ebooks, blog posts, infographics, and more.
- Maintains confident negotiations while communicating professionally and effectively with clients.

### Summer Visiting Fellow, Data Visualization | HubSpot

*June 2015 – August 2015*

- Designed data visualization graphics for HubSpot's Marketing, Sales and Agency blogs
- Created graphics that were picked up by the Huffington Post, DesignTAXI, and niche blogs
- Created several supporting graphics for blog posts each week (charts, infographics, GIFs, etc.)
- Most successful posts & graphics had 10,000+ views within 2 days of publishing

### Content Writer | Inuvo

*September 2014 – Jan 2015*

- Wrote 14 articles/2 content campaigns per week published on careers.alot.com
- Worked with content team to produce content campaigns that met Google AdWords' standards
- Collaborated with digital marketing team to understand and improve traffic/monetization of articles
- Focused on articles for SEM strategy; also wrote social articles for organic traffic on the side

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## EDUCATION:

Hendrix College, Bachelor of Arts – May 2016, Magna Cum Laude

Major: Sociology & Anthropology      Overall GPA: 3.87      Major/Minor GPA: 3.91  
Honors: Phi Beta Kappa, Graduated Magna Cum Laude and with distinction in Sociology

Senior thesis: *"Too often the cream is left to curdle:" A Critique of Tracking in U.S. Public Schools*

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## STRENGTHS & SKILLS:

- **Partnerships & Communication** – 2 years' experience working with various project stakeholders through HubSpot co-marketing and on a client-basis through freelancing.
- **Content Creation & Written Communication** – Excellent written, oral, and visual communication skills practiced through background in content strategy and co-marketing
- **HTML, CSS, and JavaScript** – Currently taking front-end web development. Has some experience using them in practice for professional purposes
- **Software Knowledge** – Adobe Photoshop, Illustrator & InDesign, Excel, & HubSpot Software