



CJ Woodling

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 (714) 955-3485

 Reno, NV, 89511

EDUCATION

CALIFORNIA STATE UNIVERSITY

Fullerton

*Bachelor of Arts (B.A.) Communications
with emphasis in advertising (Aug 2016)*

SANTIAGO CANYON COLLEGE

Orange, CA

*Associate in Arts (A.A.) Liberal Arts (May
2014)*

ADDITIONAL SKILLS

Copywriting

Editing/proofreading

Reporting

Proficient in Microsoft Office

Proficient in Adobe Creative Suite

Asana

Basecamp

Jira

Airtable

CERTIFICATIONS

Google Analytics

Hubspot Content Marketing

CAREER OBJECTIVE

Proven content marketer, writer, and brand manager experienced in a variety of digital communications such as blogs, white papers, and other forms of gated and non-gated targeted content for both B2B and B2C brands. Skilled at bringing a consistent and focused brand voice tailored to personas and verticals.

EXPERIENCE

CONTENT MARKETING MANAGER

Informa Markets Jan 2021 - Present

- Develop paid content assets for various properties within Informa's Health and Nutrition Division including Natural Products Expo, New Hope Network, Natural Products Insider, Food and Beverage Insider, and more.
- Run custom influencer programs with detailed recruitment and campaign development.

CO-FOUNDER/LEAD WRITER

Crash The Pond Apr 2020 - Present

- Co-founded Crash The Pond, a blog dedicated to covering the Anaheim Ducks and the National Hockey League.
- Part-time cohost of the Crash The Pond podcast.
- Co-lead a team of five writers for coverage.

MANAGING/ASSOCIATE EDITOR

SB Nation Sep 2016 - Apr 2020

- Supervised team of 20 writers.
- Responsible for reporting breaking news, feature, and gameday articles relating to the National Hockey League's Anaheim Ducks franchise.
- Grew unique visitor count by 34% YoY and podcast listens 250% YoY.

COPYWRITER/CONTENT COORDINATOR

Acorns Jul 2018 - Dec 2018

- Responsible for Acorns brand image through copy in a variety of mediums for multiple product lines, primarily Acorns Found Money.
- Drafted and edited copy for emails, in-app notifications, push notifications, UI/UX, and more in a focused and consistent brand voice.
- Consult with product and other marketing representatives to obtain information on product or service and discuss style and length of copy.
- Review trends, consumer surveys, and other data regarding marketing of goods and services to determine the best way to promote products.

CONTENT MARKETING MANAGER

D-Link Systems Oct 2016 - Jun 2018

- Worked with business sales team to enable effective content.
- Lead development of in-house and third-party original content in the form of white papers, ebooks, infographics, webinars, and more as well as content curation for both B2B and B2C buyer personas.
- Ran D-Link business and consumer blogs with best SEO practices.
- Created content marketing strategies for Salesforce Pardot marketing automation platform.