

DESIREE CUNNINGHAM

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PROFESSIONAL EXPERIENCE

Senior Content Marketing Manager, *Skillicrush*

October 2022–March 2023

- Led and managed mission-aligned, SEO content strategies for blog and newsletters
- Transformed our customer pain points into informative, educational, and/or inspirational content
- Acted as Editor-in-Chief of company blog including: writing, editing, SEO optimizing content, conducting interviews and research, copyediting and fact-checking

Editor, *BestColleges.com*

March 2022–August 2022

- Conceptualized and led content projects for BestColleges.com, hitting weekly, monthly, and annual production goals
- Assigned, edited, copy edited, and published high-quality content using best practices and in-house style guides
- Maintained strong working relationships with writers and help manage the writer's workflow
- Updated and maintained process documentation and style guides
- Developed and implemented ideas to improve content quality, readability, and engagement

Senior Content Marketing Manager & Editor, *Markitors*

August 2019–February 2022

- Managed team as Scrum Master, organizing biweekly Sprints and providing resolutions between team and clients
- Edited 150-plus articles for correctness, readability, and adherence to client brand guides
- Wrote and optimized SEO content to execute client digital marketing strategies and rank in SERP
- Interpreted client feedback and implement revisions to meet client brand standards
- Created supplemental graphics according to client brand guidelines using Adobe Photoshop and Canva
- Created and delivered writer reports for team members to communicate areas of improvement and client outcomes

Content Marketing Manager, *Markitors*

February 2019–August 2019

- Wrote SEO content (blog posts and landing pages) and premium content (white papers, podcasts, long-form blog posts) to execute client digital marketing strategies and rank in SERP
- Designed graphics and infographics in Adobe Photoshop and Photoshop to supplement SEO content
- Applied keyword research to edit page titles and meta descriptions during client kick-offs & periodic SEO audits to satisfy ongoing SEO updates

Digital Marketing Manager, *Markitors*

June 2018–February 2019

- Managed and executed dynamic digital marketing strategies and campaigns for clients in varying industries on multiple platforms, including MailChimp, WordPress, Instagram, Facebook, and Twitter
- Developed and maintained results-driven SEO campaigns for clients by writing optimized content
- Outlined and executed monthly social media strategy based on audience identification, data, and brand image

EDUCATION

Master of Arts in English, *Arizona State University*

May 2022

Bachelor of Arts in Journalism and Mass Communication, *Arizona State University*

May 2018

SKILLS

Content

- Style books: AP Stylebook, MLA, Chicago Manual
- Advanced copyediting skills
- Advanced copywriting skills
- Experience content strategist

Technical

- Expert knowledge of content and digital marketing
- Expert search engine optimization (SEO) knowledge
- Experienced Agile scrum master
- Programming languages: HTML, CSS, JavaScript
- KPI tracking: Google Analytics, Google Search Console, HubSpot
- Other: Jira, Wordpress, Semrush, Ahrefs, Searchmetrics

