

# JESSICA LANG

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## EDUCATION

### Bachelor of Arts (B.A) Marketing

Columbia University,  
New York, NY  
September 2010 - June 2014

## KEY SKILLS

- Content Strategy
- SEO Marketing
- ◆ Project Management
- Brand Messaging
- Digital Marketing

A Marketing Director with eight years of professional experience specializing in content strategy, digital marketing, project management, and brand messaging. A strong history of leading cross-functional teams and collaborating with C-level executives to identify high-impact content marketing strategies.

## PROFESSIONAL EXPERIENCE

### Marketing Director

Advanced Online Education Inc., New York, NY | October 2016-Present

- Lead the development and distribution of engaging content across a variety of platforms and media outlets, including blogs, newsletters, social media, and research publications for an online learning company valued at over \$30M
- Manage a 15-person content marketing team to write, publish, and distribute over 150+ blogs and 30 major research reports per year on online learning products
- Coordinate with executive leadership and subject matter experts to define content strategy and product positioning to differentiate company brand

### Content Strategist

Solaris Software Corp., New York, NY | June 2014 - October 2016

- Defined engaging content strategy with the marketing team and stakeholders for a digital solutions company, including blogs, webpages, white papers, and social media
- Developed and implemented SEO strategies to enhance web traffic and user engagement, including link-building campaigns