

RAHEEM RICHARDSON

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A Marketing Executive with 10+ years of experience defining content strategy for enterprise organizations within the financial sector. A proven track record of building and leading content marketing teams to create engaging content and enhance brand messaging.

PROFESSIONAL EXPERIENCE

CHIEF MARKETING OFFICER

Westline Financial Seattle, WA | October 2016 - Present

- ◆ Oversee the development of content, performance marketing, and public relations strategies for a financial consulting firm with \$100M in assets
- ◆ Collaborate with C-level executives during a significant rebrand to identify the new company name and establish a brand identity centered on trust, integrity, and transparency
- Manage a marketing department with over 25+ team members, ensure alignment of content and brand messaging, and execute 30+ digital and print marketing campaigns

CONTENT STRATEGIST

Cadence Financial Inc., Seattle, WA | June 2011 - October 2016

- ◆ Developed high-impact strategies and wrote differentiated content for a finance startup to enhance brand awareness and support long-term business growth
- ◆ Created style guides for the marketing team to ensure consistent voice, tone, and quality across social media channels, blogs, and website copy

EDUCATION

BACHELOR OF ARTS (B.A.) MARKETING

University of Washington, Seattle, WA | September 2007-June 2011

KEY SKILLS

- ◆ Key Skills
- ◆ Content Strategy
- ◆ Performance Marketing
- ◆ Rebranding Initiatives
- ◆ Style Guidelines
- ◆ Brand Messaging