

Summary

I'm a quick learner with a broad skillset, and I'm passionate about messaging, writing, and data-driven marketing. I love researching a problem, running experiments, and proving results. I'm interested in working with smart, driven people, and making a big impact.

Skills

Content strategy, copywriting, CRO, customer development, customer success, email marketing, marketing strategy, SEM, SEO, user experience

HTML, CSS, Git, JavaScript, Ruby, Rails, Adobe Creative Suite

Experience

Marketing Consultant (August 2015 - Present)

Helping clients shape and develop their messaging, improve conversion rates, and implementing marketing strategy.

- Designed and implemented marketing sites for clients
- Developed, implemented, and tested go-to market strategy

Customer Success and Marketing, Expected Behavior (January 2012 - August 2015)

My focus was on improving recurring revenue for a suite of technical SaaS products. I ran and optimized PPC campaigns, ran numerous A/B tests to improve conversion rates, implemented content strategy, and was an integral part of Expected Behavior's customer onboarding process.

- Improved organic search ranking and conversion rate for a suite of technical SaaS applications
- Enhanced user experience and retention rate through a combination of personal outreach, lifecycle emails, and in-app messaging

SEO Consultant, Freelance (January 2008 - January 2012)

I specialized in on and off-site SEO, with an emphasis on content creation, keyword research, link-building, and technical SEO improvement. I planned and delivered content to drive traffic and conversions for years to come.

- Planned and executed content strategy with a focus on producing valuable, evergreen content
- Identified valuable opportunities for link-building, customer outreach and long-term growth

Web Content Manager, Zesco (July 2009 - December 2011)

I specialized in on-page SEO for Zesco, writing search-engine friendly descriptions for thousands of products. I was also in charge of designing advertisements for email marketing campaigns, sales conventions, and display advertising.

- Worked closely with the marketing team to revamp Zesco's position in organic search
- Created and managed a successful YouTube account for Zesco

Education

B.A. in Journalism, Indiana University (2002 - 2006)

References

Available upon request.