

Summary	<p>I'm a quick learner with a broad skillset. I love researching a problem, running experiments, and proving results. I'm passionate about messaging, writing, and data-driven marketing. I like working with smart people, and making a big impact.</p>
Skills	<p>Content strategy, copywriting, CRO, customer development, customer success, email marketing, SEM, SEO</p> <p>HTML, CSS, Git, JavaScript, Ruby, Rails, Adobe Creative Suite</p>
Experience	<p><b>Customer Success and Marketing, Expected Behavior (January 2012 - August 2015)</b></p> <p>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.</p> <ul style="list-style-type: none"><li>• Improved organic search ranking and conversion rate for a suite of technical SaaS applications</li><li>• Enhanced user experience and retention rate through a combination of personal outreach, lifecycle emails, and in-app messaging</li></ul> <p><b>Marketing and SEO Consultant, Freelance (January 2008 - January 2012)</b></p> <p>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.</p> <ul style="list-style-type: none"><li>• Planned and executed content strategy with a focus on producing valuable, evergreen content</li><li>• Identified valuable opportunities for link-building, customer outreach and long-term growth</li></ul> <p><b>Web Content Manager, Zesco (July 2009 - December 2011)</b></p> <p>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.</p> <ul style="list-style-type: none"><li>• Worked closely with the marketing team to revamp Zesco's position in organic search</li><li>• Created and managed a successful YouTube account for Zesco</li></ul>
Education	<p>B.A. in Journalism, Indiana University (2002 - 2006)</p>
References	<p>Available upon request.</p>