

# MARISA TIMKO

## Marketing Communications Professional

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[Marisa Timko](#)

Miami, FL

## MISSION

Having spearheaded many wildly successful internal and external content marketing initiatives, I'm looking for a mutually great fit in an organization—a spirited organization and team with which I can partner to grow the company from the inside out.

## EDUCATION

FULL STACK WEB  
DEVELOPMENT, CERTIFICATE  
University of Miami | Miami, FL  
2018 - 2019

ENGLISH LITERATURE, MA  
Ben-Gurion University, of the  
Negev | Beersheba, Israel  
2014 - 2017

PSYCHOLOGY, BA  
University of South Florida  
St. Petersburg, FL  
2007 - 2011

## SKILLS

- Content Marketing
- Short and Long form content
- Copywriting
- Content scaling
- Web Publishing / CMS
- Technical SEO
- Web Analytics
- OnLine Video
- Web Analytics
- Digital PR
- Email Marketing
- Internal Comms.
- Project Management
- Lead Generation
- Affiliate Marketing

## TOOLS & TECH

- Microsoft Office Suite
- Google Suite
- Google Analytics
- Google Webmasters
- HTML / CSS
- Ahrefs/ SEMRush
- Screaming Frog Crawler
- LinkedIn / Twitter
- YouTube
- Sprout
- Meltwater
- WordPress
- Pardot
- Asana / Monday.com

## PROFESSIONAL EXPERIENCE

### HEAD OF MARKETING CONTENT, COMMUNICATIONS *GDS Group | Miami, FL | 2018–Present*

Grows and inspires internal, external audiences by creating and promoting reliable and consistent communications—focusing on metrics—across social, web, and email. I:

- Engineered and implemented publishing process for 20 brands across all digital touch points—resulting in significant metrics spikes in under 90 days.
- Concepted brand voice guidelines and internal comms strategy to unify tone of voice across the customer journey, inspire internal confidence in product/offering and brand, as well as internal perception of the organization.
- Actioned cold email strategy to convert cold data into warm leads, increasing qualified CRM data by 9% monthly.

### CONTENT DIRECTOR *On the Map Marketing | Miami, FL | 2017 – 2018*

I created and grew the agency's first content department: 20+ content writers charged with creating value-driven content for 680+ websites and 40+ social media accounts. I:

- Concepted, actioned content marketing strategy for agency and 680+ clients.
- Developed, facilitated project management workflow – 1,000s of weekly tasks.
- Created and trained on SEO best practices. Result: 10K+ high-value *page ones*.
- Grew traffic by 25-50% in under 90 days, on avg., for hundreds of websites.

### TECHNICAL CONTENT EDITOR *Deutsche Telekom Innovation Laboratories | Beersheba, Israel | 2013 – 2017*

Charged with establishing a digital presence and internal perception that paralleled the labs' revolutionary activities, I:

- Facilitated acceptance of 100+ theses, dissertations; 250+ scholarly journal articles, and hundreds of patents.
- Published monthly articles and newsletters on lab activity; organized town hall status updates on activity of high profile laboratory activity.
- Operated as webmaster, organizing, updating and optimizing the website.
- Owned content strategy, plan and calendar for internal and external comms.

### MOBILE MARKETING ASSISTANT *iDScreen | Beersheba, Israel | 2011 – 2013*

Part of a 2-person team, we drove app downloads by executing and reporting on digital initiatives—particularly a funneled approach on search and social platforms.

- Created content aimed at educating users with the intent to drive downloads.
- Designed, styled and optimized landing pages for search, UX and conversion.
- Optimized for CRO (Conversion Rate Optimization) to convert users.