

Isaac Thornton

Content Manager

isaac.thornton@email.com

Professional Summary

Content Manager with 6 years of experience developing content strategies, managing editorial workflows, and aligning copy with brand messaging across digital platforms. Proven track record of improving engagement and SEO rankings.

Skills

Content Strategy, SEO Writing, CMS Management, Team Collaboration, Content Audits, Cross-Channel Planning, Google Analytics, Brand Voice Development, Copy Editing

Experience

Content Manager - CoreStory Digital (2020 - Present)

- Led content strategy for B2B blog, increasing monthly traffic by 50%.
- Managed a team of writers and ensured consistency across product pages.
- Oversaw monthly editorial calendar and ensured on-time delivery.

Content Editor - MediaAxis (2017 - 2020)

- Edited long-form blog posts and optimized them for search engines.
- Maintained brand tone across social media and website content.

Education

B.A. in Journalism and Digital Media, Syracuse University, 2016