Claire McKinley

Senior Content Manager

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Professional Summary

Senior Content Manager with over 10 years of experience leading multi-platform content strategies, managing large editorial teams, and aligning storytelling with brand goals. Skilled in content marketing, thought leadership, and SEO-driven growth.

Skills

Content Marketing Strategy, Editorial Leadership, SEO Optimization, Brand Messaging, Thought Leadership, Cross-Functional Collaboration, CMS Platforms, Performance Metrics, Long-Form & Web Copy, Audience Development

Experience

Senior Content Manager - ElevateMedia (2018 - Present)

- Directed content marketing efforts across blog, email, and video platforms.

- Increased organic site traffic by 80% over 2 years through SEO initiatives.

- Managed a team of 10 writers, editors, and content producers.

Content Lead - VoxFrame Group (2013 - 2018)

- Developed content frameworks that supported product marketing campaigns.

- Established tone and guidelines used across global marketing teams.

Education

M.A. in Content Strategy & Digital Communication, Georgetown University, 2012