

Trevor Wallis

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EXPERIENCE

Gorilla 76 Marketing, St. Louis, MO

Thinker & Strategist

MARCH 2020 - Present

- Develop ABM, direct and content marketing strategies for mid-sized industrial and manufacturing companies
- Create and manage PPC and paid social campaigns on Google, LinkedIn and Facebook.
- Build contact lists based on my clients' ideal customer profiles
- Edit written content for strategy
- Research relevant keywords to guide my clients' ongoing content strategies
- Use HubSpot, Google Analytics and other tools to illustrate my clients' marketing wins and losses with concrete data

Wallis Creative Services, St. Louis, MO

Freelance Content Writer and Copywriter

APRIL 2019 - Present

- Coordinate project details with clients across multiple industries to create content that meets their business goals
- Manage a content calendar to ensure my client's projects are completed on time, on budget and within their content strategy.
- Interview subject matter experts to provide high-quality information for my clients
- Boost clients' search rankings through SEO writing
- Distill complex information into easy-to-understand articles that share my clients' vision and purpose with their readers
- By-lines in The Simple Dollar, NextAdvisor, and BestCreditCards.com

Kaldi's Coffee Roasting Co., St. Louis, MO

Production Coffee Roaster

DECEMBER 2018 - March 2020

- Write product descriptions for new coffees that honor our global relationships while communicating each coffee's value to our team and customers
- Work with multiple teams to produce, package and distribute more than 1 million pounds of coffee in 2019.
- Manage weekly inventory for our largest private-label customer
- Manage a product launch calendar with our Quality Control Director to provide a consistently balanced offering of high-quality coffee year-round

SKILLS

Content marketing

Keyword research

Client management

AP Style

Project management tools
such as Trello and Asana

Wordpress

Google Analytics

CERTIFICATIONS

HubSpot Content Marketing
HubSpot Marketing Platform
HubSpot Sales Platform

EDUCATION

Maranatha Baptist University
Watertown, WI

B.A. in Biblical Studies (history
minor)

JANUARY 2014 - MAY 2017

