

Content Marketing Manager

Dynamic, seasoned, and innovative Content Manager with 10+ years of experience developing and executing content marketing strategies, enhancing brand visibility, and fostering client engagement. Adept in streamlining content creation processes, as evidenced by the introduction of efficient templates for blogging and social copy. Proven track record of elevating client satisfaction by aligning marketing plans with business objectives, and adept at transitioning skills across technology and marketing domains to optimize content impact. Skilled in mentoring and leading remote teams, with a commitment to nurturing professional growth and maintaining high standards of content excellence. Seeking to leverage a blend of management expertise and technical acumen in UI/UX principles and development, coupled with a compassionate leadership approach, to drive success in a dynamic content management role.

Areas of Expertise

- Content Marketing Strategy
- Cross-Functional Collaboration
- Social Media Management
- Video Editing, Direction & Production
- Content Management
- UI/UX Principles
- Marketing Automation
- Photography & Videography
- SEO & Keyword Optimization
- Team Leadership & Mentorship
- Data Analysis & Reporting
- Client Relationship Management

Technical Proficiencies

HubSpot, SEMrush, Trello, Later, Hootsuite, Monday, Meta Business Suite, Canva, CSS, HTML, Sass, JavaScript, Python

Professional Experience

Little Bird Marketing, Remote, USA
Content Management Specialist

2023 — Present

Strategize and execute social media hashtag strategy, keyword strategy, and blog/email/lead magnet planning, including delivering monthly reports on web traffic, lead generation, and social media metrics. Develop and implement workflows, blogs, emails, lead magnets, and social copy using HubSpot, ensuring seamless project management of client deliverables via Trello.

- Conducts client meetings and interviews to understand business goals and align content marketing strategies, while setting clear expectations.
- Initiates client intake and onboarding, leads strategy and planning on client accounts, and leads project management and execution of contract deliverables.
- Demonstrates expertise in HubSpot client management, adeptly crafting and overseeing workflows for a diverse clientele.

Bueno Social, Remote, USA
Content Manager

2021 — 2024

Led and mentored a diverse team of writers to cultivate a culture of excellence, including delivering superior content across various platforms. Conducted insightful client interviews to craft unique business, web, and blog copy reinforcing brand personas.

- Implemented SEO and social media best practices strategically to optimize copy and enhance engagement.
- Managed an editorial calendar to coordinate timely delivery of content in alignment with marketing goals.
- Demonstrated expertise in CMS and content creation tools such as WordPress, Wix, Hootsuite, Mailchimp, and Squarespace.
- Proficiently managed client relationships and workflow optimization, ensuring streamlined operations and maximum efficiency.

Directed the production of engaging content across multiple mediums, including blogs, articles, video scripts, and business copy by leveraging research and data insights to realize innovative concepts for social media, film/TV, and commercial endeavors.

- Exhibited proficiency in crafting social media strategies and overseeing photography, content creation, and posting schedules for various social channels.
- Completed the MetFilm London intensive filmmaking course in August 2022, showcasing skills as a director, producer, and actor, notably directing and producing to the award-winning short film Another Day.

Collaborated with product management, editorial, and marketing teams to advance Educake's goals by implementing frontend features and solutions. Engineered single-page applications and VueJS components to replicate existing design structures, contributing to design and UI/UX discussions.

- Led the development of a brand style guide, modernizing current styles by customizing Bootstrap elements and crafting reusable VueJS components.

Conducted training sessions on the Octerra platform for client and vendor partners, serving as the EU Representative for technical matters and data usage inquiries. Engaged in feature development and testing within an agile software setting, delivering regular progress reports during daily standup meetings with the US-based team.

Additional Experience

Apprentice Software Developer, Nashville Software School, Nashville, TN

Education

Bachelor of Arts in Communications & International Studies

Bellarmino University, Louisville, KY

Software Development Training Program, Nashville Software School, Nashville, TN

Professional Training & Certifications

Project Management Professional Certification, Google/Udemy

Filmmaking 4-Week Immersive, MetFilm London, London, UK

HubSpot Inbound Marketing, Content Marketing, Email Marketing, & Marketing Software, HubSpot Academy

Languages

English, native/fluent

Spanish, fluent/business fluency

Portuguese, beginner/intermediate