

Experience

Brand & Content Manager at SimplifiedCard

Oct 2022 - Present

- Responsible for brand strategy and content marketing for a B2B Fintech solution within the Dutch and German market.
- Wrote copy and maintained company website, including rewriting 12 main solutions and sales page, resulting in a 57% increase in keyword rankings.
- Implemented a technical SEO strategy resulting in 100% of desktop and mobile URLs passing Google's Core Web Vitals.
- Collaborated closely with operations, compliance and customer support to create weekly communications for 750 customers during a migration to a new card issuer.
- Created content in English, Dutch and German for lead generation and sales enablement — including brochures, sales decks and landing pages, using Figma, Mailchimp and Wordpress.

Content Marketer at ContentKing (Conductor)

May 2021 - Oct 2022 | Acquired by Conductor in Spring 2022

- Created content strategy and SEO implementation to reach 57k monthly website visitors directly via organic traffic.
- Revamped social media content to increase visibility from 30k impressions to 300k impressions in 9 months on Twitter and LinkedIn.
- Produced email marketing content including a monthly newsletter, feature announcements, and product releases distributed to a mailing list of over 38k subscribers.
- Wrote and maintained copy for website, sales collateral, paid ads, sponsored promotions and review sites.
- Responsible for PR and community outreach including webinars, in-person conferences and customer stories/case studies.

Marketing Manager & Content Marketer at Tapfiliate

April 2019 - May 2021 | Acquired by Admitad in Spring 2021

- Implemented an end-to-end digital marketing strategy resulting in \$850,000 in new revenue via new paid subscribers — channels included paid, organic, referral and content marketing.
- Increased overall monthly site traffic by 40% within 12 months, including an increase of organic traffic from 3k to 6k monthly visitors.
- Wrote and edited 80+ on-site blog posts, in addition to being a published guest writer on sites such as Big Commerce, Ring Central, Lightspeed, Mention, Mailerlite and Awario.
- Managed marketing costs and vendors with an annual budget of \$300k including advertising agencies, PPC campaigns and marketing collateral.

Skills

Data Analytics

Google Analytics, Google Data Studio, Mixpanel, Hotjar

Digital Marketing

Google Adwords, Mailchimp, Intercom, Lemlist, Tapfiliate

SEO & Content

Semrush, Ahrefs, ContentKing, Google Search Console

Social Media

LinkedIn (organic & paid), Reddit (organic & paid), Twitter, YouTube

Content Management

HTML markdown, Contentful, Wordpress

Creative & Design

Figma, Visily, Adobe Illustrator, Adobe Indesign, Adobe Premiere, Canva

Education

Master of Arts | Communication

University of Colorado, 2016-2017

Bachelor of Arts | Journalism

West Virginia University, 2011-2017