



# ETHAN MARTINEZ

## Content Marketing Manager

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### PROFESSIONAL SUMMARY

Dynamic content marketing professional with 7 years of experience in developing and executing innovative content strategies that drive engagement and conversions. Adept at leveraging analytics to inform content decisions and elevate brand visibility across digital platforms. Proven ability to lead cross-functional teams and enhance customer experiences through compelling storytelling.

### WORK EXPERIENCE



**Content Marketing Manager**  Feb / 2021-Ongoing  
**Seaside Innovations**  Santa Monica, CA

- 1. Develop and manage an integrated content strategy across multiple channels to enhance brand visibility and audience engagement.
- 2. Collaborate with cross-functional teams to create compelling content that aligns with marketing goals and customer needs.
- 3. Utilize analytics tools to measure content performance and refine strategies for maximum impact.
- 4. Oversee the production of multimedia content, including blogs, videos, and social media posts.
- 5. Lead content brainstorming sessions to generate innovative ideas that resonate with target audiences.
- 6. Establish best practices for content creation and distribution to ensure consistency and quality.
- 7. Mentor junior content creators, fostering a culture of creativity and continuous improvement.

**Content Manager**  Feb / 2018-Feb / 2021  
**Crescent Moon Design**  Portland, OR

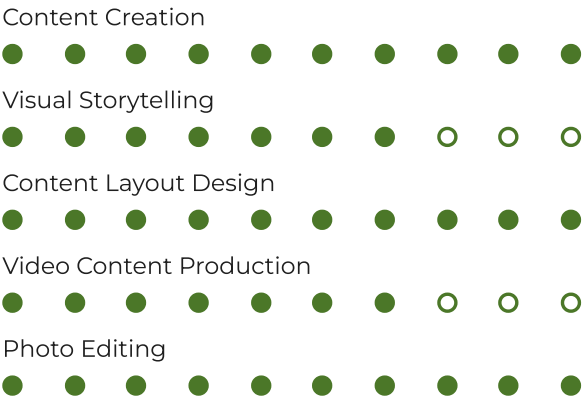
- 1. Conduct regular content audits to ensure alignment with brand voice and best practices.
- 2. Engage with the audience through social media platforms to drive traffic and enhance community interaction.
- 3. Collaborate with SEO specialists to optimize content for search engines and improve organic reach.
- 4. Monitor industry trends and competitor activities to identify new content opportunities.

### EDUCATION


**Bachelor of Arts in Marketing**  Feb / 2015-Feb / 2018  
**University of California**  Denver, CO

Focused on digital marketing strategies and content development.





### SKILLS



### INTERESTS

-  Art
-  Volunteering
-  Hiking
-  Yoga



### STRENGTHS

-  Criticality
-  Detail-oriented
-  Diplomacy
-  Enthusiasm

### LANGUAGES



### ACHIEVEMENTS

-  Increased organic traffic by 40% through targeted content campaigns.
-  Developed a content strategy that boosted social media engagement by 60%.