

Robert Smith

Content Marketing Specialist

PERSONAL STATEMENT

Content Marketing Specialist with over 5 years' experience working in both the public and private sectors. Passionate about customer service, assisting people, and interacting with diverse groups of people in a pleasant, warm, and respectful manner.

WORK EXPERIENCE

Content Marketing Specialist **ASG Technologies - 2014 - 2020**

Responsibilities:

- Created content across seven separate product lines including whitepapers, case studies, video scripts, use cases, success stories, emails for events, and demand generation, and ghostwritten blogs.
- Coordinated with the third-party vendor the new website including all webpages and subpages across the company.
- Developed and write content for the monthly internal newsletter to all 1,000 employees in the company.
- Created blog strategy, social media strategy, and email best practices to be used in the marketing team.
- Created external and internal brand launch decks with new messaging as the company transitioned into a new brand.
- Coordinated with a small team of marketers in a wide range of projects- including website copy, promotional materials, graphics, and podcasts- while maintaining an editorial calendar for the company blog.
- Routinely optimized web content for end-user and search.

Content Marketing Specialist **Delta Corporation - 2012 - 2014**

Responsibilities:

- Develop content strategies helping educate visitors while focusing on customer acquisition Execute monthly and ad hoc analytic reports and requests .
- Researched, developed, and implemented website content development, strategies, and social media outreach that enhanced the clients brand and message.
- Managed, coordinated, and produced a wide variety of online and interactive social media marketing campaigns Created daily SEO content, and copy .
- Research, write, and copyedit content for corporate websites, communications, and marketing collateral Managing editor of companys B2B and B2C blog, .
- Set direction for social media presence and manage accounts for multiple brands - Managed corporate blog - analyzed data to determine industry-.
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CONTACT DETAILS

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SKILLS

Fluent in English, French, Arabic. Good communication.

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference - 1 (Company Name)
Reference - 2 (Company Name)

industry-.

- Served as chief writer and editor of client websites Edited work of other copywriters to ensure quality Wrote search engine optimized content for

Education

Journalism and Media Studies - (The State University of New Jersey - New Brunswick, NJ)