

REBECCAMOORE

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330-703-0844 - North Canton, OH 44720

MY BACKGROUND

Motivated content strategist who excels in creating engaging content marketing plans and building efficient SEO strategies; proven ability to produce impactful content from conception to completion on a variety of platforms; a strategic and creative thinker who is experienced in research, project management, copywriting and editing.

MY EXPERIENCE

CONTENT MARKETING STRATEGY MANAGER - CLINICAL DEVELOPMENT PROGRAMS | PERFORMANCE HEALTH CUYAHOGA FALLS, OH | OCTOBER 2015 - PRESENT

- Establish branding content/guidelines for key clinical programs within our physical therapy, chiropractic, athletic training and massage therapy segments.
- Build comprehensive annual content strategies including SEO, distribution, editorial processes, production standards, promotion and key performance indicators.
- Accurately maintain content/editorial, social media and email marketing calendars.
- Ensure all content is produced with cohesive messaging and aligns with overarching brand strategies.
- Effectively manage over 20 key opinion leaders, two outsourced marketing firms and three freelance writers.
- Create and publish compelling and engaging content, resulting in a 145% increase in pageviews and 275% increase in organic traffic.
- Construct meticulous lead acquisition/nurturing campaigns.
- Generate website development/optimization strategies.
- Build and manage Facebook, Twitter, YouTube, Instagram and Pinterest social media presence and create shareable, engaging content, resulting in an average of 232% increase in followers, 414% increase in engagement and 850% increase in reach.
- Measure and evaluate the effectiveness of all strategy and content performance through a variety of reporting and analytics tools and apply metrics to guide future campaigns.

COMMUNICATIONS SPECIALIST - SQUIRRELS LLC

NORTH CANTON, OH | APRIL 2014 - OCTOBER 2015

- Develop content to position the company brand, as well as the brand of each product within established target demographics.
- Design content marketing plans that generate organic traffic to the company blog and email newsletter sign ups through both digital and print marketing channels.
- Facilitate all social media strategy and produce engaging Facebook, Twitter and Instagram posts.

MY EDUCATION

BACHELOR OF ARTS - CORPORATE COMMUNICATION | WALSH UNIVERSITY, MAY 2015

MY SKILLS

PROFICIENT IN:

- GOOGLE ANALYTICS/GOOGLE ADWORDS
- ADOBE CREATIVE SUITE (INDESIGN, ILLUSTRATOR, PHOTOSHOP, LIGHTROOM, SPARK, PREMIER PRO)
- SEMRUSH
- MANGOOLS KWINDER & SERPCHECKER
- WORDPRESS
- HOOTSUITE
- FINAL CUT PRO
- CANON AND NIKON DSLR CAMERAS
- SHURE WIRELESS MICROPHONE SYSTEMS