



# Emma Wright

## Content Marketing Manager

Strategic content marketing manager with expertise in brand storytelling

Experienced content marketing manager with 12 years of success in developing and executing content strategies that drive engagement. Adept at leveraging data to craft compelling stories that resonate with target audiences.

## CONTACT INFORMATION

 (654) 789-1234

 email@example.com

 LinkedIn | Portfolio

 Portland, OR

## KEY SKILLS

- Content strategy
- SEO writing
- Audience analysis

## PROFESSIONAL EXPERIENCE

### Content Marketing Manager | Evergreen Media | August 2016 to present

- Developed a content strategy that boosted blog traffic by 300% over two years
- Supervise a team of five writers and editors, maintaining high-quality content production
- Led a rebranding campaign that improved customer retention rates by 20%

### Content Specialist | Narrative Media | March 2013 to July 2016

- Wrote and edited SEO-optimized articles, improving organic traffic by 25%
- Conducted keyword research to align content with search trends
- Created content calendars to streamline workflow and ensure consistent output

## EDUCATION

### Bachelor of Arts in Journalism

University of Oregon | Eugene, OR |

## CERTIFICATIONS

Certified Content Marketing Specialist | HubSpot | October 2020