

Keslie Wright

Content Marketing Manager

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keslie-wright.com

EXPERIENCE

Syufy Enterprises — San Rafael, Ca. *Digital Content Manager*

October 2021 - November 2024

Managed 8+ websites generating over \$1 million in revenue per year. Regularly conducted A/B testing — resulting in a 10% increase in sales. Led Marketing and IT teams in upholding digital brand/voice and ensured content was SEO-optimized, UX/UI-friendly, and personalized to users.

The Symphony Agency — St. Petersburg, Fla. *Content Strategist & Senior Copywriter*

July 2019 - October 2021

Developed email strategy using Mailchimp — resulting in 30% open rates and 10+ hires. Created and implemented content strategy for B2B/B2C healthcare clients, including naming two businesses. Established style guide documentation and industry best practices to streamline processes.

ADDITIONAL EXPERIENCE

Marketopia — Clearwater, Fla. *Copywriter*

January 2017 - May 2019

Roundedcube — St. Louis *Experience Strategist & UX Intern*

June 2015 - December 2016

EDUCATION

Northwest Missouri State University — Maryville, Mo. *Applied Advertising & Interactive Digital Media*

September 2011 - May 2015

Sigma Kappa Sorority & Order of Omega Honor Society

SKILLS

Content Strategy
Digital Content Marketing
Content Management
SEO/SEM
Project Management
Social Media Management
QA
Javascript, HTML 5, & CSS

TOOLS PROFICIENCY

Adobe Creative Suite
CMS (Sitecore/Wordpress)
Email (HubSpot/Mailchimp)
SEO (Google Analytics/SEMrush)
Asana/Basecamp/Monday.com
Jira/Azure DevOps

