Skyler Sharma

Content Marketing Manager

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SUMMARY

Content marketing manager with 6 years of experience in B2B software and retail, running editorial calendars, SEO content and email nurture programs. Grew organic blog traffic 3x in two years and built the gated-content program that now sources 180 marketing-qualified leads a quarter. Manages 2 writers and a freelance pool of 5.

EXPERIENCE

Content Marketing Manager — Larkspur Analytics

Raleigh, NC · Apr 2022 – Present

- Built and run the editorial calendar across blog, email and LinkedIn for a 25-person marketing team, publishing 8 pieces a month against ranked keyword targets.
- Grew organic blog sessions from 18,000 to 54,000 a month in two years by rewriting 40 underperforming posts and closing content gaps found in competitor audits.
- Launched a gated research report program that now sources 180 marketing-qualified leads a quarter, co-written with the product and sales teams.
- Manage 2 in-house writers and a freelance pool of 5, briefing, editing and scheduling 90% of content on time against a rolling calendar.
- Rebuilt the onboarding email series from 3 to 7 messages, raising trial-to-paid conversion by 4 percentage points.

Content Marketing Specialist — Milltown Home & Garden

Durham, NC · Feb 2020 – Mar 2022

- Wrote and published 120 blog posts and buying guides targeting seasonal search terms, growing organic traffic by 65% year over year.
- Built a 12-email welcome series for new subscribers that lifted first-purchase rate by 9%.
- Coordinated with 3 freelance writers and a photographer to keep a 4-post-a-week publishing schedule.

SKILLS

Content strategy: Editorial calendars, content audits, keyword research, content briefs

SEO and tools: Ahrefs, SEMrush, Google Search Console, WordPress, HubSpot

Channels: Blog, email nurture, LinkedIn, gated assets, webinars

Collaboration: Freelancer and writer management, sales and product briefings, brand voice guides

CERTIFICATIONS

HubSpot Content Marketing Certification, 2021

EDUCATION

B.A. Journalism, University of North Carolina at Chapel Hill, 2018

Fictional example by FindAJobAI: the person, employers and numbers are invented.