

# Kisha Velázquez

## Content Marketing Manager

### Summary

Customer-obsessed content marketing manager with over 3 years of experience working at fast-paced startups and building beautiful and effective content that drives adoption and retention, evidenced by generating over 700 MQLs and influencing \$15K of revenue in one quarter. Seeking a Content Marketing Manager role at a startup to leverage my background in content marketing, SEO, and design.

### Contact Details



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### Skills

- **Content Strategy:** Content Audit, Content Matrix, Content Pillars, Topic Clusters, Content Calendar
- **Content Creation & Distribution:** Writing, Editing, Email Marketing, Social Media Marketing, Video Editing, Subject Matter Expert Interviews, Customer Storytelling, Case Study Writing, Copywriting
- **Project Management:** Content Briefs, Content Workflows, Monday.com, Asana, WordPress CMS, Frase.io, Figma
- **Digital Marketing:** SEO, Keyword Research
- **SEMrush, Ahrefs, Web Content Development**
- **Analytics & Reporting:** Google Analytics (GA4), Reports, Presentations, Canva, Microsoft 365

### Certifications

- **Prompt Engineering:** Large Language Models (LLM), LinkedIn Learning, 2023
- **Google Analytics (GA4), 2023**
- **HubSpot Inbound Marketing, 2023**
- **Role of Content, SEMrush, 2021**

### Education

#### Acadium Plus

Digital Marketing

Content Marketing, 2020

#### Kenney College

Master of Business Administration (MBA)

Entrepreneurship, 2017

#### University of Central Florida

Bachelor of Fine Art

Theater Design & Technology

### Lead Content Strategist

Content Honey | Freelance | Feb 2023 - Present

- **Project Management:** Direct branding and execution of digital content, including SEO web content and social media assets, to create impactful content formats for clients
- **Strategic:** Communicate market trends and content best practices to provide recommendations for clients' campaigns
- **Collaborative:** Wrote, edited, and produced customer case study highlighting client's ROI in 4 weeks

### Senior Content Marketing Manager

Compt | Remote | Sept 2022 - Jan 2023

- **Strategic:** Directed data storytelling of Employee Benefits Trends report and demand gen webinar for HR.com; drove downloads for employee engagement research report by 5000% in one quarter
- **Project Management:** Designed branding and executed digital content plan, including editing and writing new and refreshed pillar pages, blog articles, customer case studies
- **Collaborative:** Managed designers for visual content development for presentation decks and ebooks; generated over 700 MQLS in one quarter

### Director of Content Marketing

Joonko | Hybrid New York City | Dec 2021 - June 2022

- **Project Management:** Led marketing team of 3 writers, designers, and a social media manager to oversee content creation; facilitated weekly stand-up meetings and 1:1's to track KPIs
- **Strategic:** Developed branding and content strategy for HR and Diversity and Inclusion leader personas and edited writing for blogs, UX copy for product, landing pages, and email newsletters
- **Collaborative:** Sourced HR experts and led webinar rehearsals in three weeks; exceeded registration by 41% and gained 20 MQLs

### Digital Content Marketing Manager

Ignite Spot | Remote | Mar 2020 - May 2021

- **Collaborative:** Created branding and editorial content calendar of financial service topics for small business owners
- **Project Management:** Wrote and edited content for blogs, customer stories, and resource library with agency writers, sales, and customer success team
- **Strategic:** Directed webinar presentations for Fintech partners, including Intuit, Bill.com, and Divvy; influenced \$15k of revenue and grew contacts by 67% in one quarter

### Content Marketing Manager

Junior Baby Hatter | Hybrid New York City | Oct 2014 - Dec 2019

- **Strategic:** Led brand development and guest wrote small business blog content for Etsy and Maker's row; generated 900+ backlinks and 20+ referring domains for Shopify website