

ABBY PHILLIPS

SUMMARY

A dedicated, self-reliant, and team-minded Content Marketing professional with advanced communication skills, strong organizational skills, and meticulous attention to detail.

With over 4 years of experience, I possess strategic skills in Content Strategy and Creation, Digital Marketing, Blogging, and Copywriting.

CONTACT

Atlanta, GA

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EDUCATION

B.S. Public Relations

Kennesaw State University

SKILLS

Microsoft Office
G-Suite
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Canva
WordPress
HubSpot

WORK EXPERIENCE

CONTENT MARKETING MANAGER

ConnectWise | April 2024 - November 2024

- Created and developed major content assets including eBooks, case studies, datasheets, web content, blogs, etc.
- Identified and supported opportunities to create feature articles and other media assets.
- Adhered to Search Engine Optimization (SEO) best practices and ensures all relevant content is appropriately keyword-optimized.
- Worked with internal and external stakeholders to help grow our brand awareness and visibility
- Conducted regular audits, reviews, and reporting to measure content performance across relevant and actionable KPIs.

DEMAND GENERATION MANAGER

ConnectWise | November 2023 - April 2024

- Created and managed multi-channel marketing campaigns, including email marketing, content marketing, social media, paid advertising, and events to drive lead generation and customer acquisition.

PARTNER CONTENT MARKETING SPECIALIST

ConnectWise | August 2022 - November 2023

- Managed the strategy and creation of content for "through partner" and "with partner" marketing initiatives to drive partners' engagement with their clients and prospects. Increased content usage by 101%.
- Created, drove, and maintained program content marketing and enablement strategy and responsibility over a variety of marketing assets to support our partners as they drive awareness and generate sales opportunities for their service offerings.
- Oversaw the accuracy of content in the Partner Program Portal, the program's resource hub for partners, to ensure each asset is up-to-date, rebranded, and timely.
- Managed agency and contractor relationships for content development.
- Wrote high-quality blog articles as a ghostwriter to support marketing and sales awareness and recruitment into the program.
- Introduced interactive Partner Workshops to increase engagement and Partner experience, and grew engagement by 427% in 9 months.

CONTENT & BRAND MANAGER

MountainSeed | May 2021 - June 2022

- Managed editorial and creative content creation across all platforms, including email, social media, website, and stand-alone publications.
- Created and maintained an editorial content marketing calendar for all aspects of content creation and delivery.
- Managed brand strategy, including brand guidelines, brand vision, and internal branding website.
- Preserved brand integrity by monitoring the consistency and quality of content across all channels, internal and external.
- Organized and reconstructed new website content for the company website, including 15 pages and 150+ blog posts.
- Assisted in multi-channel go-to-market campaigns for brand development to drive traffic and increase ROI.