

ANNALISA RODRIGUEZ

CONTENT MARKETER & WRITER



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Chicago, IL



annalisarodriguez.com

I'm a writer, editor, content marketer and social media manager with 7+ years of experience in content creation. I'm passionate about learning all there is to know about an audience, delivering engaging content that both entertains and meets a need, and leveraging analytical insights to constantly innovate. I'm a storyteller at heart who believes in the power of stories to create strong connections, drive results and build lasting brands.

WORK EXPERIENCE

08/2019 to 03/2020 **Content Marketing and Media Manager** **SMS Assist, L.L.C.** – Chicago, IL

- Developed audience personas to create B2B marketing collateral—blog posts, one-pagers, ads, social media, landing pages and more—that aligned with stages and touchpoints of journey maps while adhering to brand voice and tone
- Produced sales enablement content, including slide decks for presentations and chapters of an intensive playbook that outlined all aspects of the tech business
- Contributed to in-progress launch of new website, working with stakeholders to craft appropriate messaging, determine content needs and write website pages
- Managed social media accounts, creating editorial calendars and leading a team of five. Performed social listening and monitored social media pages for comments and customer inquiries.
- Spearheaded competitive social media audit and used insights to build a 25-page strategy. Grew LinkedIn audience by 30 percent. Over a two-month period, bolstered engagement by an average of 520 percent across three channels.
- Monitored media for external mentions, competitive analysis, industry news and pitch opportunities. Served as liaison for partnerships and sponsorships, creating ads for awards and acting as point person for other content needs.
- Wrote and sent email communications using HubSpot marketing tool
- Collaborated with Design team to create marketing collateral that artfully combined copy and visuals to tell the brand's story

10/2018 to 07/2019 **Web Content Specialist** **Brady Corporation** – Chicago, IL

- Managed web and print catalog content for all storefronts
- Introduced products to e-commerce sites, using SEO knowledge to write copy
- Troubleshoot website content issues and worked on site improvement projects

06/2015 to 10/2018 **Digital Content Editor** **Prime Publishing LLC** – Northbrook, IL

- Wrote editorial calendars and used content management system to write and update articles, blog posts and pillar pages for company's largest craft property, utilizing SEO practices to rank on keywords and increase organic traffic
- Built 14 email newsletters per week for more than 400,000 subscribers while constructing A/B content, formatting and subject line split tests
- Managed social media pages, creating posts and engaging with followers daily
- Performed blogger outreach for link building and partnership opportunities

- Analyzed and reported on content weekly, monthly and quarterly to develop new content strategies and identify areas for improvement, using Google Analytics, Moz and other reporting tools

- 06/2014 to 05/2015** **Production Editor**
The Froebe Group – New York, NY
- Edited best-selling law textbooks, which included proofreading, copy editing, verifying corrections and overseeing all stages of production
- 01/2014 to 06/2014** **Marketing Assistant**
SelectBooks, Inc. – New York, NY
- Assisted with research and creation of marketing campaigns, wrote promotional and press materials, copy edited occasional items, and handled media outreach
 - Oversaw social media accounts and wrote email newsletters
- 06/2013 to 12/2013** **Pulliam Fellow**
The Indianapolis Star – Indianapolis, IN
- Covered breaking news, business, general assignment and enterprise reporting
- 01/2013 to 05/2013** **Editorial Intern**
Illinois Alumni Magazine – Urbana-Champaign, IL
- 12/2012 to 05/2013** **Social Media Intern**
The Daily Illini – Urbana-Champaign, IL
- 08/2012 to 05/2013** **Journalism Course Grading Assistant**
University of Illinois at Urbana-Champaign – Urbana-Champaign, IL
- 08/2012 to 12/2012** **Fall 2012 Collegiate Correspondent**
USA TODAY – Remote
- 05/2012 to 08/2012** **Reporting Intern**
Daily Herald – Lisle, IL
- 09/2011 to 05/2012** **Editorial Intern**
Smile Politely Magazine – Urbana-Champaign, IL
- 10/2010 to 05/2012** **Food and Drink Writer**
buzz magazine – Urbana-Champaign, IL

DIGITAL SKILLS

- Basic HTML
- Search Engine Optimization (SEO)
- Google Analytics certified
- Email marketing (HubSpot, Constant Contact, MailChimp)
- Social media management (Buffer, Hootsuite, Sprout Social)
- Media monitoring and analysis (Meltwater)
- Project management tools (JIRA, Smartsheet, Asana)
- Content management systems, including Wordpress

EDUCATION

Bachelor of Science, News-Editorial Journalism
University of Illinois at Urbana-Champaign
Minor in Spanish
Graduated with Highest Honors, top 5% of class
College of Media James Scholar

LANGUAGE SKILLS

Proficient in spoken and written Spanish
AP Style, experience with in-house style guides