

ED

Emily Dawson

Content creator passionate about driving engagement through storytelling
Marketing content manager with seven years of experience developing content strategies and managing creative teams. Adept at producing high-quality materials for digital and print platforms.

PROFESSIONAL EXPERIENCE

MARKETING CONTENT MANAGER | PEAK COMMUNICATIONS, DENVER, CO
APRIL 2020 – PRESENT

- Direct a team of five writers and designers to produce multi-channel marketing campaigns
- Developed SEO-focused content that increased organic web traffic by 60%
- Manage editorial calendars for blogs and newsletters, ensuring timely publication

CONTENT SPECIALIST | SUMMIT MEDIA, DENVER, CO
MAY 2017 – MARCH 2020

- Wrote high-converting copy for email campaigns and landing pages
- Conducted keyword research to optimize content for search engines

EDUCATION

Bachelor of Arts in Journalism | University of Colorado
Denver, CO | May 2017

CONTACT

 (123) 456-7890

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 LinkedIn | Portfolio

 Denver, CO

KEY SKILLS

- Content strategy
- Editorial management
- Marketing copywriting
- SEO optimization
- Team leadership