

RB

Rachel Bennett

Content Marketing Executive

Strategic storyteller building high-converting content ecosystems

Marketing executive with 12 years of experience leading content strategy for B2B and B2C companies. Adept at scaling content operations, aligning messaging across touchpoints, and driving measurable revenue through SEO, thought leadership, and multimedia.

Contact



(000) 000-0000



email@example.com



LinkedIn | Portfolio



Portland, OR

Key Skills

- Audience segmentation
- B2B content strategy
- Brand storytelling
- CMS systems
- Conversion copywriting
- Editorial calendars
- Keyword strategy
- SEO optimization
- Thought leadership
- Webinars and whitepapers

Education

Bachelor of Arts (B.A.) in English

University of Oregon , Eugene, OR |
May 2012

Professional Experience

HEAD OF CONTENT STRATEGY | REVERBCLOUD , PORTLAND, OR
MARCH 2019 – PRESENT

- Scaled blog from 1K to 95K monthly sessions in 18 months
- Increased MQLs by 120% by integrating lead magnets into long-form content
- Managed team of 10 writers, editors, and multimedia creators

SENIOR CONTENT MANAGER | AXISPOINT TECH , PORTLAND, OR
JULY 2013 – FEBRUARY 2018

- Launched internal knowledge base used by 300+ sales reps
- Produced 100+ articles and 20 case studies in collaboration with product marketing