

Drew Thompson

Marketing Content Specialist

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Marketing content specialist with four years of experience creating high-conversion web, email, and social content. Skilled in SEO writing, editorial planning, and campaign integration. Experienced in aligning tone and messaging with brand strategy across touchpoints.

Key Skills

- CMS (WordPress)
- Copy editing
- SEO content strategy
- Style guide development
- Content calendars
- Email writing
- Storytelling
- Web copywriting

Professional Experience

Marketing Content Specialist , ElevateCX
September 2021 – Present

- Wrote and optimized blog content that drove 120,000+ organic pageviews annually and improved SERP rankings for 15 targeted keywords
- Collaborated with product and design teams to launch new landing pages, increasing demo signups by 30%
- Maintained brand voice and editorial standards across all written materials including eBooks, emails, and ad copy

Content Coordinator , Thrive Marketing
July 2019 – August 2021

- Scheduled and published weekly blog and newsletter content using WordPress and Mailchimp, maintaining 35% email open rate
- Built SEO content calendars and managed internal approval workflows to ensure timely publication
- A/B tested subject lines and calls-to-action, improving average click-through rates by 22%

Education

Portland State University, Portland, OR
Bachelor of Arts in Journalism
May 2019

Certifications

Content Marketing Certification , HubSpot , January 2024