



Jordan Miller

CONTENT MARKETING MANAGER

Content marketing manager with eight years of experience leading content strategy, managing editorial calendars, and producing multi-format campaigns. Expert in aligning content to sales and SEO goals. Helped increase organic leads by 120% through long-form and video assets.

CONTACT



(555) 333-4444



email@example.com



LinkedIn | Portfolio



Raleigh, NC

KEY SKILLS

- B2B content strategy
- Editorial planning
- SEO optimization
- Video scripts and case studies
- Whitepapers and lead magnets
- Sales enablement content
- Content performance metrics
- Cross-functional collaboration

PROFESSIONAL EXPERIENCE

Content Marketing Manager | FirstPath CRM | February 2020 – Present

- Developed and led content roadmap supporting SEO and demand gen goals, growing organic leads by 120% over two years
- Oversaw team of writers and freelancers to deliver blogs, case studies, videos, and whitepapers aligned with buyer journeys
- Collaborated with sales enablement to create content kits that improved rep email click rates by 35%

Senior Content Writer | CoreReach | May 2015 – January 2020

- Wrote high-performing gated content including eBooks and reports that captured over 18,000 leads annually
- Partnered with product marketing to support 10+ product launches with tailored messaging and feature education
- Built content tracking systems using Airtable and Google Sheets, streamlining content updates and campaign integration

EDUCATION

Bachelor of Arts in English

University of North Carolina, Chapel Hill, NC | May 2015

CERTIFICATIONS

- HubSpot Content Marketing Certification, HubSpot, March 2023