Candidate #M-1112

Content Marketing Manager · 6 years experience

Candidate ID: M-1112

Category: Marketing **Experience:** 6 yrs **Location:** Manila, Philippines **English:** C2 **Fee:** A$1,600/mo

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Employer names, personal contact details, and identifying information have been removed.
To arrange a screening call, contact us at adeptstaffing.com.au.

PROFESSIONAL SUMMARY

I'm a content marketing manager with six years producing B2B and B2C content across blog, LinkedIn, email, and video. I build content calendars, brief writers, edit for brand voice, and optimise everything for SEO. I've grown organic blog traffic from 2K to 45K monthly visits in 18 months for an AU fintech client. I understand content's role in the full buyer journey and I can report on content performance using GA4 and HubSpot.

SKILLS

Content strategy | SEO writing | Editorial management | LinkedIn content | Google Analytics 4 | HubSpot

WORK EXPERIENCE

Content Marketing Manager

AU fintech startup · 2020-06 – Present

Built and led a 4-person content team. Grew SEO organic sessions 22x in 18 months.

Senior Content Writer

PH content agency · 2018-03 – 2020-05

Wrote long-form SEO articles and case studies for AU, UK, and US clients.

CERTIFICATIONS

* **HubSpot Content Marketing Certified**
  HubSpot Academy · 2021-03 · Verified by Adept