



## Content Manager

# Alice Ordway

### Professional summary

Dedicated and creative Content Manager with 6 years of experience in developing and implementing strategies to drive engagement and enhance brand presence. Proven track record of managing across multiple platforms and delivering high-quality, impactful content.

### Experience

#### Content Manager

2021 - Now

Velocity Vision / Farmington Hills, MI

- Develop and execute content strategies resulting in a 20% increase in brand awareness and engagement across various digital platforms.
- Manage a team of 6 content creators, editors, and freelancers, resulting in a 15% improvement in content quality and delivery efficiency.
- Conduct content audits and analysis to identify areas for improvement and optimize content performance.
- Collaborate with marketing, design, and SEO teams to ensure content aligns with overall marketing objectives and brand voice.

#### Content Writer

2019 - 2021

Peak Performance / Farmington Hills, MI

- Created compelling and SEO-friendly content for website, blog posts, social media, and email marketing campaigns.
- Conducted keyword research and implemented SEO best practices to improve organic search rankings and drive website traffic.
- Collaborated with design and marketing teams to develop multimedia content, including infographics, videos, and interactive tools.
- Analyzed content performance metrics using Google Analytics and other tools to inform content strategy and optimization efforts.

+1 234 56 78 10

aliceordway@mail.com

Farmington Hills, MI

### Education

#### Bachelor of Arts in Mass Communication

2015 - 2019

University of Michigan

Ann Arbor, MI

### Skills

Content Strategy Development ◆◆◆◆◆

Team Leadership and Management ◆◆◆◆◆

SEO Optimization ◆◆◆◆◆

Content Creation (Articles, Blogs, Social Media) ◆◆◆◆◆

Content Management Systems (CMS) ◆◆◆◆◆

Copywriting and Editing ◆◆◆◆◆

Analytics and Reporting ◆◆◆◆◆

### Courses

#### Content Marketing Certification

2023

HubSpot

#### Analytics Certification

2020

Google