SOPHIA MARTINEZ

Content Marketing Coordinator

📞 (512) 456-7890

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📍 Austin, TX, United States

Education

Bachelor of Arts in English
University of Texas at Austin, Graduated: May 2017

Content Marketing Certification
HubSpot Academy, Certified: June 2024

Advanced SEO
Moz, Certified: September 2023

Skills

Content Strategy Development ◆ ◆ ◆ ◆ ◆

SEO Optimization ◆ ◆ ◆ ◆ ◆

Performance Analytics ◆ ◆ ◆ ◆ ◆

Team Leadership ◆ ◆ ◆ ◆ ◆

Copywriting and Editing ◆ ◆ ◆ ◆ ◆

Awards

🏆 Best Content Strategy Award (2022)

Professional summary

Strategic Content Marketing Coordinator with 8+ years of experience driving brand visibility through SEO, audience engagement, and performance analytics. Proven ability to lead content teams, manage multi-channel strategies, and deliver measurable results.

Experience

BlueSky Digital
August 2021 - Now
United States, Austin, TX

Content Marketing Coordinator

- Develop and execute content calendars, overseeing blogs, whitepapers, and case studies to enhance audience engagement.
- Lead a team of 5 writers and designers, ensuring quality and brand consistency across all deliverables.
- Optimize content for SEO, achieving a 35% increase in organic traffic in 2023.
- Collaborate with cross-functional teams to align content strategy with broader marketing goals.

Riverbend Agency
June 2017 - July 2021
United States, Houston, TX

Content Specialist

- Researched and created long-form content for clients across various industries, boosting customer retention rates by 25%.
- Monitored content performance using Google Analytics, refining strategies for higher ROI.
- Edited and proofread client deliverables to maintain quality standards.

Volunteer Work

Austin Homeless Outreach Program (2019–2021)

Content Strategist

- Developed content and social media strategies that increased engagement by 40%, raising awareness and donations for the organization.