

# Keslie Wright

Content Marketing Manager

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## EXPERIENCE

### **Syufy Enterprises** — San Rafael, Ca. *Digital Content Manager*

October 2021 - November 2024

Managed 8+ websites generating \$1 million in revenue per year. Conducted A/B testing that resulted in 10% improvement in online sales. Led project migration from Sitecore to Wordpress. Collaborated with Marketing and IT teams to uphold brand standards online and provide a personalized UX/UI that meets industry standards and regulations.

### **The Symphony Agency** — St. Petersburg, Fla. *Content Strategist & Senior Copywriter*

July 2019 - October 2021

Developed email strategy using Mailchimp — resulting in 30% open rates and 10+ hires. Identified branding opportunities for B2C clients and successfully named two new healthcare businesses. Implemented style guide documentation and industry best practices to streamline processes.

## ADDITIONAL EXPERIENCE

### **Marketopia** — Clearwater, Fla. *Copywriter*

### **Roundedcube** — St. Louis *Experience Strategist & UX Intern*

## EDUCATION

### **Northwest Missouri State University** — Maryville, Mo. *Applied Advertising & Interactive Digital Media*

September 2011 - May 2015

*Sigma Kappa Sorority & Order of Omega Honor Society*

## SKILLS

Digital Advertising  
Social Media Advertising  
Print Advertising  
Google Analytics  
Adobe Creative Suite  
Javascript, HTML 5, & CSS

## TOOLS PROFICIENCY

Sitecore  
Wordpress  
Jira  
DevOps  
Asana  
Basecamp  
Mailchimp  
Microsoft Teams  
Slack

