

ALLISON KIRSCHBAUM

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Professional Summary

Results-driven digital marketer and copywriter leveraging 8 years of experience in multiple marketing disciplines with a focus on SEO content creation. Successful and driven professional committed to building brand presence and enhancing demand generation through optimization of digital marketing strategy.

Experience

SEO Content Writer & Copywriter | 05/2018 – Current

Freelance, Remote | Parker, CO

- Created successful and effective marketing strategies involving SEO, conversion rate optimization, blogs, ad copy, email campaigns, social media, and other mobile-optimized content for a range of B2B and B2C clients, including those in regulated industries.
- Developed deep experience and SEO knowledge in industries including AI, SaaS, financial services, MarTech, pest control, insurance, IT infrastructure, real estate, and heavy machinery.
- Achieved excellent results for clients, including an average of 15-25% YoY organic traffic growth, up to 52% email open rates, and an average increase of 18 ranking positions for existing keywords and/or 22% additional new ranking keywords.
- Built a worldwide base of highly-satisfied freelance marketing content and copywriting clients while working remotely

Digital Marketing Director | 06/2016 - 05/2018

Contract, Full-Time | Denver, CO

- Created SEO content marketing campaigns to drive investor acquisition for a fast-growing boutique commercial real estate investment firm.
- Led, implemented, and optimized SEO keyword strategy and SEO content marketing strategy initiatives, including web copy and ad copy, for B2B and B2C-focused marketing campaigns.

AML Compliance Officer & Customer Relations Manager | 06/2016 - 05/2018

Western Union | Englewood, CO

- Created and maintained profitable B2B customer relationships while tactfully managing the delicate balance of their business success with their AML and KYC compliance metrics

Skills & Abilities

- SEO Content Writing
- Social Media Copywriting
- Mobile Optimization
- Email Copywriting
- SEO Strategy and Copy
- SEMRush, Ahrefs, Moz
- HubSpot Content Tools
- Klaviyo, Iterable, MailChimp
- Wix, WordPress, Sanity
- Google Analytics
- Google Tag Manager
- Canva
- Ziflow
- Basecamp, ClickUp,
- Asana, Trello
- Slack, Monday