

ALLISON KIRSCHBAUM

allison@allisonthecontentwriter.com | 276-600-1656 | Parker, CO | www.allisonthecontentwriter.com

Professional Summary

Strategic Email Marketing Specialist with a record of managing high-volume campaigns, leveraging 8 years of experience in multiple marketing disciplines with a focus on B2B, B2B2C, web copy, mobile optimization, keyword research, and SEO content creation. Experienced in collaborating with senior leadership and cross-functional creative teams to drive registration, conversion, and long-term attendee retention.

Experience

Email Marketing Specialist | 06/2025 – Current

Freelance, Remote | Parker, CO

- Managed high-volume email operations for a leading dermatology conference series, sending up to 40 monthly emails for up to 5 simultaneous events while adhering to industry regulations.
- Consistently maintained average open rates of 34.2% for mid-size segments (10k-19k) and achieved a peak campaign open rate of 56.44%.
- Optimized registration and conversion funnels and utilized attendee engagement to achieve top-tier performance peaking at 26% click rate.
- Execute advanced segmentation strategies for dermatology communities, tailoring content for groups ranging from <1k to >20k recipients to maximize relevance and deliverability.

SEO Content Writer & Copywriter | 05/2018 – 06/2025

Freelance, Remote | Parker, CO

- Created successful and effective marketing strategies involving SEO, conversion rate optimization, blogs, ad copy, email copy, 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 48% 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.

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,
 - Slack, Monday, Trell