

AMANDA GUTIERREZ

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Marketing Content Writer – Cryoport Systems, Irvine, CA, January 2023 – Present

- Wrote monthly, multi-format marketing content for both B2B and B2C audiences
- Formulated the company brand book with distinct messaging segmented by audience persona
- Researched industry trends and audience pain points for content planning and messaging strategy
- Increased digital content KPIs from 3,000 monthly views to 15,000 within a six-month timeframe
- Coordinated schedules across departments to ensure content calendars were upheld and project deadlines were consistently met

Content Marketer – Verified First, Remote, July 2021 – January 2023

- Generated monthly marketing content including blog posts, social media posts, scripts, etc.
- Facilitated content partnerships and swaps with an external partner network to extend audience reach
- Executed email and social media campaigns for both B2B and B2C audiences in Pardot/Salesforce
- Produced monthly podcast-style webinar episodes and developed promotional content per episode
- Composed email nurture journeys that generated approximately \$100,000 in new opportunities within the first three months of launch

Marketing Content Creator – KCC Orthodontics, Katy, TX, July 2020 – April 2021

- Created the blog in WordPress and published weekly posts that aligned with brand strategy
- Produced media campaign materials, including one-sheets, monthly advertising copy, etc.
- Coordinated and maintained monthly content calendars to uphold project deadlines
- Conducted industry and audience research to inform content and support data-backed decisions
- Represented marketing and branding initiatives to upper management to communicate KPIs

Member Coordinator & Marketer – Common Desk, Austin, TX, October 2019 – July 2020

- Co-managed internal communications and office engagement among 150+ members
- Developed monthly brand-aligned blog content on industry-specific topics for both B2B and B2C
- Shaped the brand voice to effectively engage a defined target audience informed by KPIs and research
- Collaborated with cross-functional team members to edit, review, and finalize monthly content
- Coordinated social media posting across multiple platforms and maintained consistent brand voice and messaging

Freelance Writer – Status Labs Agency, Austin, TX, May 2019 – October 2019

- Integrated into third-party companies to create brand-consistent content for their B2C audiences
- Conducted primary and secondary research to inform content strategy and ensure brand alignment
- Created and organized digital content using SEO best practices to improve visibility and engagement
- Managed multiple projects and deadlines simultaneously while maintaining excellent attention to detail
- Collaborated cross-functionally with project managers, brand strategists, and developers to align content with strategic goals

Professional and Operational Skills:

- Experienced in implementing best SEO practices
- Excellent research skills and knowledge of citation guidelines
- Strong interpersonal communication skills to maintain business and third-party relationships
- Versed in WordPress, SEMRush, Salesforce/Pardot, Google Analytics, and other Marketing platforms

Education:

Bachelor of Arts, 2019
Baylor University
Waco TX

Professional Writing & Corporate Communications

Master of Fine Arts, 2023
Vermont College of Fine Arts
Montpelier, Vermont
Writing