

## Chelsea DiSchiano

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### Senior Content Marketing Leader - Strategist - Brand Builder

Over the past 12 years, I've had the pleasure of creating engaging content and leading content marketing teams for a wide range of startups, agencies, and B2B enterprises around the globe. My passion lies not only in the craft of creating content, but in leveraging it as a powerful tool to shape brand experiences and fuel business outcomes.

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#### Senior Content Marketing Manager | Gorilla Logic | June 2022-Present | Austin, TX

- Lead the creative development of digital ad campaigns, white papers, case studies, blog programs, landing pages, press releases, videos, and website copy.
- Work cross-functionally with C-suite executives, sales, and tech teams to develop content strategies, brand messaging, value proposition statements, editorial guidelines, and brand guidelines.
- Launched a monthly newsletter program for clients and prospects that earned **10k subscribers** in the first three months, with an average **22% open rate** over the first year.
- Created recruitment ads that increased our Mexico talent pool **by 2.5x**.
- Provide feedback, support, and career development to a three-person creative team.
- Managed a full website rebrand and gave creative direction on the redesign.
- Serve as the US Ambassador to the company's global 'We Care' culture committee.

#### Team Lead of Content Development | ActiveProspect | Oct 2020-Feb 2022 | Austin, TX

- Built the content marketing program from the ground up and created editorial and branding guidelines, resulting in **over 2,000 content downloads** in one year.
- Led the development of email nurture campaigns and A/B testing while developing a social media program and digital ad presence.
- Created marketing materials to promote dozens of events, conferences, and webinars, assisting executive speakers with content, speeches, and agendas. Assisted in planning events, dinners, and VIP gatherings at conferences and trade shows.
- Assisted in creating webinar strategies and planning topical webinars for executives to generate quality leads.
- Increased LinkedIn followers **by 30% in one year**.
- Served on the Diversity, Equity & Inclusion Committee.

#### Deputy Editorial Director | Publicize | Nov 2018-June 2020 | Colombia

- Managed & mentored a team of **four writers and one videographer** while creating editorial strategies and thought leadership articles for clients and Publicize.
- Conducted weekly training workshops for writers.

- Wrote SEO-focused blogs for a client with the goal of increasing blog visits, resulting in a **700% increase in website traffic** over two years.
- Thought leadership articles written for clients were published on sites like **Fast Company, Quartz, Forbes, & more.**

**Content Marketing Manager | Demand Frontier | June 2017-Nov 2018 | Colombia**

- Developed content marketing strategies and copy for major US B2B brands including ads, video product demos & voiceovers, website copy, social media, email campaigns, and direct marketing campaigns.

**Business Development Manager | Supreme Lending | Feb 2016-Feb 2017 | Austin, TX**

- Developed branch branding and maintained the website to increase online traffic.
- Ensured all marketing materials were in compliance with industry regulations and standards.

**Social Media Manager | Main Street Hub (now GoDaddy) | Nov 2014-Nov 2015 | Austin, TX**

- Managed a portfolio of 102 clients, experimenting with new social strategies to increase their follower count and engagement levels.

**Public Relations Specialist | Howard Schaffer Media Marketing | Sept 2013-Nov 2014 | Albany, NY**

- Brainstormed topical news angles for clients and successfully pitched stories to media outlets and trade publications.
- **Landed 26 positive television and print news stories** statewide for the Nurse Practitioner Association of New York State, which played a significant role in the passage of the Nurse Practitioner Modernization Act in the Spring legislative session of 2013.

**News Reporter & Features Editor Saratoga Publishing | 2012-2013 | Saratoga Springs, NY**

- Covered **local politics, news, education, and entertainment beats** for the newspaper and bimonthly print magazine.
- Edited press releases and freelancers' work for content and AP style.
- Managed the publisher's social media accounts, increasing followers on Facebook and Twitter **by 62% and 60%** in one year, respectively.

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**Proficiencies:** Microsoft Suite, Google Suite, Cision, Salesforce, Salesloft, HubSpot, Miro, Slack, Asana, Trello, Monday.com, Atlassian, Hootsuite, Sprout Social, AP Style Editing, basic Adobe Photo/Audio/Video Editing, SEO Weekend Certified, AI for B2B Marketing certification in progress

**Bachelor of Journalism | 2008-2012 | University of Texas at Austin**