

WHITNEY WRIGHT

WHITNEYWRIGHTPORTFOLIO.COM

850 COLUMBIA AVE, APT 3
FORT WAYNE, IN 46805

(574) 529-0869
WKWRIGHT14@GMAIL.COM

PROFESSIONAL SUMMARY

Strategic content and digital marketing professional with more than eight years of experience in content creation and over seven years of experience leading data-driven campaigns and storytelling initiatives across nonprofit, media, and tech sectors. Proven track record of increasing engagement, web traffic, and brand visibility through targeted content strategy, SEO optimization, and cross-platform promotion. Adept at translating complex topics into accessible, compelling narratives through blogs, newsletters, case studies, and social media. Experienced in podcasting, event management, and performance analytics, with a collaborative approach to cross-functional teamwork.

EXPERIENCE

Illinois Alliance for Clean Transportation: Remote

DIGITAL MARKETING CONSULTANT | DECEMBER 2023 - PRESENT

- Developing a content calendar and strategy composed of educational blogs, persuasive case studies, targeted press releases, and appealing social media posts
- Growing average engagement time per user on the company website by 36%, LinkedIn clicks by 47%, and Facebook post interactions by 106% YoY
- Launching coalition's first LinkedIn newsletter and increasing the subscriber list an average of 20% MoM
- Monitoring performance metrics via Google and social media analytics to inform data-driven content strategy
- Collaborating with team members to plan industry events, contributing graphic design, social media and email marketing, website updates, speaker coordination, and day-of management

Fort Wayne Newspapers: Fort Wayne, IN

REPORTER, FREELANCE | NOVEMBER 2023 - PRESENT, MAY 2016-DECEMBER 2017

- Conducting local research to develop article concepts and presenting story pitches to the editor
- Building and maintaining relationships with community members and local leaders to stay informed on developments and identify potential story opportunities
- Interviewing community stakeholders and crafting compelling, accessible articles

Ezoic: Carlsbad, CA

DIGITAL CONTENT AND EVENTS MANAGER | NOVEMBER 2021 - JULY 2023

- Partnered with team members to generate blogs, press releases, case studies, videos, and email campaigns about complex digital publishing trends and topics on a weekly basis
- Co-hosted podcast with CMO about industry trends on a weekly basis, increasing podcast listenership by 22% MoM
- Utilized SEMrush to implement best SEO practices on content and campaigns to increase website traffic by 19% YoY
- Budgeted and coordinated international and stateside events for industry experts by finding speakers, running campaigns, organizing catering and reservations, securing lodging, and delegating tasks accordingly

CREATIVE MARKETING MANAGER | SEPTEMBER 2018 - NOVEMBER 2021

- Developed a monthly content calendar with the marketing team, publishing two to three pieces of content per week
- Led collaboration with sales, engineering, and support teams to effectively create sales materials and product launch briefs
- Created meaningful posts and blogs, expanding social media and website traffic by 25% and 15%, respectively
- Moderated multiple panels and presented at digital publisher-facing events hosted at various Google offices worldwide

EDUCATION

Florida State University: Remote

PROFESSIONAL CERTIFICATE - WEB DESIGN & DEVELOPMENT | AUGUST 2017 - MAY 2018

Azusa Pacific University: Azusa, CA

BACHELOR OF ENGLISH, MINOR IN ART | AUGUST 2010 - MAY 2014

- Studied at humanities-focused High Sierra Program near Yosemite, CA, in 2011
- Selected to read poetry at university *Writers Read* in 2013
- Received honorable mention in university short fiction contest in 2013
- Published poetry in university's literary and art journal, *The West Wind*, in 2014

SKILLS

Google Analytics
WordPress
Adobe Creative Suite
Mailchimp
Constant Contact
ClickUp
Canva
SEMrush
HubSpot