

RESUME

# Brittany Glasscock

MARKETING PROFESSIONAL



SUMMARY .EXE

Marketing professional with over 5 years of marketing experience and 10 years project management experience. Skilled content marketing strategist, specializing in brand awareness and lead generation. Agile employee, superb communication skills, unmatched chaos tamer.

SKILLS OVERVIEW

Atlassian Suite	Events marketing	Project management	SEO & Analytics
Client relationships	Google for Marketing	Reporting	Social media
Content marketing	Hubspot	Sales enablement	WordPress
Digital marketing	Lucky Orange	SEMRush	

CONTACT INFO

## LET'S CONNECT

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WORK EXPERIENCE

LAIRE YEMBO.AI SMARTBUG MEDIA IDENTITY AUTOMATION

LAIRE | 2023–Present

*Managed a diverse portfolio of clients, which included creating strategic digital marketing planning, reporting, and project management. Developed creative marketing strategies, including interactive content and LAIRE awards strategy.*

Marketing Account Manager

- Managed a rolling portfolio of clients, establishing and **maintaining strong relationships through exceptional service and understanding** of clients' businesses, goals, and challenges, resulting in a **100% client retention rate**
- Executed a lead generation campaign that resulted in a **300% increase in quote requests** for a construction services client within three months of deployment
- Developed and executed strategic digital marketing plans** for clients, utilizing social media, content marketing, digital advertising, and website management tactics
- Created a brand awareness campaign that **increased site traffic by 23% month over month** for a construction materials company

## WORK EXPERIENCE, CONT'D



YEMBO.AI | 2022-2023

*Created events, content, social media, and email marketing playbooks and processes to support Yembo's go-to-market and demand-generation strategies. Developed project management and accountability systems for internal and cross-team support.*

### Content Marketing Manager

- Developed and drafted posts for social media strategy, which generated **43.29% increase in social audience size** and **127.7% increase in site traffic quarter over quarter**
- Created buyer persona deck and content offer matrixes to support sales enablement and content marketing strategies
- Created 23 new blog titles, published 6 net new blogs, and optimized 4 blogs, which **increased blog traffic by 128.22% year over year**
- Published 1 ebook ,2 case studies, 3 webinars, and 2 infographics, which generated a **125.69% increase in traffic to Yembo's digital resources center**
- Created Yembo's content marketing playbook
- Managed a team of freelance web developers and copywriters to execute inbound and content marketing strategies

### Marketing Manager

- Developed project management systems to increase accountability and visibility, resulting in an **89.4% increase in completed marketing deliverables**
- Created end-to-end events management framework in line with sales, customer success, and leadership requirements, which introduced accurate reporting and **increased sales conversations for 15 industry conventions in 2 quarters**
- Architected strategy for sales enablement email sequences, including 4 re-engagement and 4 new payment structure nurtures, generating an **increase in cold leads to SQL conversions**
- Supported People Ops hiring campaigns using organic and paid social strategies, which **increased social media-attributed leads by 313%** and a 10.5% conversion rate for target candidates

EXPERIENCE, CONT'



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SmartBug Media

## WORK EXPERIENCE, CONT'D



SMARTBUG MEDIA | 2020-22

*Cultivated trusting relationships with customers, developed and executed digital and content marketing strategies aligned with client goals, and managed multiple deadlines to ensure projects were completed within scope and on time.*

### Marketing Specialist

- Earned a Hubspot 2021 Impact award for an elective medical provider, which included leveraging digital, inbound, and paid strategy, resulting in a **302% increase in SQL to opportunity conversions**
- Earned a Hubspot 2020 Impact award for a higher education client, which included unifying a digital marketing tech stack and creating a targeted enrollment campaign focused on meeting adults students where they are, which resulted in a **622% jump in graduate applications** received via inbound marketing and paid strategies
- Created & executed site optimization strategy that sparked a **24% increase in contacts generated via organic traffic month over month** using a holistic lead generation strategy, including identifying existing areas of improvement that aligned with long term demand generation campaigns
- Researched client industries and created content strategy that aligned with client goals, including a lead nurture strategy that resulted in **12 SQLs within one week** of execution
- Researched, studied, and wrote thought leadership blogs that increased brand awareness, including a cookieless marketing blog resulting in **top 10 search engine ranking** for 15 'cookieless'-related keyword queries
- Developed content marketing strategy for multiple clients, which included premium collateral, blogging, and social media for inbound, ABM, and Sales Enablement marketing
- Onboarded clients to a variety of MarTech platforms, including Hubspot, Wordpress, Google integrations, CallRail, Sakari, and more
- Pioneered **career roadmap for entry level employees**, defining career benchmarks and internal alignment strategy for entry- to mid-level promotion tracks
- Facilitated company wide feedback syncs to optimize employee experience, which resulted in an unlimited sick days and defined flex hour policies

### Marketing Coordinator

- Project manager for **over 30 clients spanning multiple industries**, collaborating with cross departmental teams and external vendors to ensure campaigns were completed on time and within budget
- Managed multiple client deliverables with cross-departmental support, including blogs, premium content, SEO optimization, reporting benchmarks, and daily client reporting
- Served as peer mentor for new hires, scheduling regular meetings both during the onboarding process as well as coaching through the promotion strategy process

## WORK EXPERIENCE, CONT'D



### IDENTITY AUTOMATION | 2019-20

*CSkilled storyteller creating compelling and informative marketing collateral to drive inbound traffic and nurture leads through the sales funnel. Optimized contact engagement using reporting analytics and improved site experience.*

#### Content Marketing Specialist

- Collaborated with internal teams to craft content strategy that educated and converted leads, including e-books, whitepapers, case studies, webinars, blogs, social media, and lead nurturing
- Conducted a CRO audit of the site, which included blog engagement metrics and technical SEO opportunities for improvement that **increased organic conversions 30% month over month**
- Analyzed content performance to inform engagement and conversion opportunities, as well as identify optimizations to keep content fresh and relevant
- **Increased blog traffic by 200% quarter over quarter** with technical SEO improvements
- Conducted SME interviews to provide content aligned to buyer personas and inform sales enablement contact for prospects in each stage of the sales funnel
- Managed content strategy planning and internal content workflows, ensuring all marketing content was completed on time and within scope



#### PERSONAL SKILLS

Relationship Building

Self Starter

Lifelong Learner

Professional

Trainer

Problem Solving

Creative