

SARA KELSEY MARTIN

CONTENT STRATEGIST | COPYWRITER & EDITOR | PROJECT MANAGER

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EXPERIENCE

McLELLAN WRITING TEAM

Remote | 2021-present

Promoted to Sr. Content Manager | July 2022-present

- Develop and execute holistic content marketing strategies for enterprise technology companies, aligning content to target audiences, positioning, and business objectives for each campaign.
- Evolve content and design standards while increasing efficiency in editorial processes and scaling content creation in collaboration with a remote team.
- Collaborate with cross-functional teams to gather insights to inform content creation, strategize to capitalize on marketing opportunities, and navigate industry trends and technological advancements.
- Lead in-house editorial teams as well as freelance writers, designers, and other external vendors to improve relationships, mentor their career growth, and maximize their content development.
- Manage the flow of content from project initiation through client approval, helping shape our clients' story, narratives, and content campaign strategy.
- Serve as subject matter expert on internal processes, workflows, and brand messaging, and acting as a key knowledge resource on clients' editorial brand styles.

Content Manager | Nov. 2021-June 2022

- Created the content manager role by identifying gaps in the editorial process and strategizing new procedures/workflows to increase cross-departmental efficiency and communication.
- Improved the company's approach to working with freelance writers by increasing project feedback, providing clear project guidance, and increasing opportunities for writer input and communication.
- Strategized the creation of highly technical marketing content for global enterprise marketing teams and their strategic partners, providing direct supervision of internal and external editorial teams to drive project success.
- Provided editorial support and project guidance, including rewriting, editing, proofreading, and fact-checking drafts and design proofs.
- Improved freelancer invoice process to better manage tracking, reviewing, and approving invoices, as well as planning the use of all project funds in coordination with company president.

AMERICAN ASSOCIATION OF NURSE PRACTITIONERS (AANP)

Austin, TX | 2018-2021

Promoted to Marketing Manager | Jan. 2021-Sept. 2021

- Served as editor in chief, reviewing all member-facing content to maintain brand standards, to ensure cohesive and effective storytelling across campaigns, and support departmental initiatives.
- Managed AANP's News Feed to increase member engagement and promote AANP initiatives, translating complex healthcare concepts into accessible, applicable language for various audiences.
 - Grew News Feed audience from 0 to 35k monthly pageviews.
- Oversaw AANP's PPC/SEM strategy by planning, copywriting, monitoring, testing, and ongoing optimization.
 - Achieved 234% YOY increase in clicks; 10.5% average conv. rate.
- Directed complex, interdepartmental projects by assigning work to internal resources, obtaining adherence to established processes, aligning various departments on strategy, and developing content to meet stated goals.
- Monitored and analyzed web content performance, using insights to inform ongoing optimization for improved results, and managed updates in partnership with internal web content team and third-party web designer.
- Traveled to national and specialty conferences to work membership-facing booths and provide high levels/volumes of customer service.
- Oversaw hiring and onboarding for AANP's content team, managed direct reports, conducted evaluations to assess performance, and encouraged team members' development.

Promoted to Marketing Specialist | Apr. 2015-Sept. 2016

- Managed AANP's News Feed to increase awareness of the NP role and inform members of current events.
 - Gained a 189% YOY increase in unique pageviews.
- Edited, proofread, and fact checked content for every AANP department to uphold brand standards, optimize adherence of marketing processes, and identify needed workflow improvements.

- Performed regular content audits in the CMS, analyzed copy effectiveness, and used analytics to inform copy strategy in order to maximize performance.
- Crafted persuasive and accurate copy for various marketing materials, including website content, social media posts, ad campaigns, email campaigns, blogs, whitepapers, training materials, and press releases.

Marketing Coordinator | May 2018-Jan. 2019

- Managed content for the launch of AANP's new website, including auditing, copywriting, editing, documenting approval, content migration, and quality assurance.
 - Individually rewrote and managed relaunch of 150+ webpages.
- Served as marketing liaison for AANP's inaugural virtual conference by developing a campaign calendar, providing advisement on the virtual environment development, coordinating messaging, and creating fact sheets to help surpass the attendee goal.
 - Led to 400+ registrants and ~\$700K in revenue.

MICROVENTURES

Austin, TX | Dec. 2016-May 2018

Content Strategist

- Owned the company's editorial calendar and collaborated with key stakeholders in the strategizing, writing, editing, and publishing of all marketing content (blogs, whitepapers, emails, social, and web copy).
- Established a concise, cohesive brand voice and messaging guide.
- Served as primary editor to ensure adherence to editorial guidelines, processes, and schedules.
- Increased the company's social media presence by growing followers and boosting engagement.
 - Grew followers by 15% and engagement by 10% over 12 months.
- Implemented, wrote, and sent weekend email update for equity crowdfunding division.
 - Achieved consistent increase of ~\$25k in weekend investments.

ADVENT MEDIA GROUP

Cincinnati, OH | 2012-2016

Promoted to Creative Director | Sept. 2016-Dec. 2016

- Developed and drove the agency's overall creative strategy across 10-person team by managing all monthly project timelines, workflows, and assignments.
- Served as editor in chief by reviewing up to 100 copy files monthly while managing client feedback, reviewing design specs, and updating company editorial guidelines.
- Worked closely with senior leadership to consistently meet internal and external deadlines and support business development initiatives.
- Interviewed subject matter experts and wrote advertorials for national magazines, including healthcare, business, legal, travel, retail, and education industry verticals.

Promoted to Project Manager | Apr. 2015-Sept. 2016

- Oversaw entire lifecycle (from planning to writing to printing) of 50+ concurrent monthly advertisements.
- Fostered positive client relationships by conceptualizing advertising plans in alignment with the client's goals and managing client feedback.
- Interviewed key stakeholders and wrote advertising copy, while also serving as copy editor and line editor on other projects.
- Established Regional Spotlight website, featured on Hearst Magazine's websites, by nurturing contacts at Hearst Magazines, developing production schedules, designing graphics, and writing web copy.

Promoted to Project Coordinator | Oct. 2013-Mar. 2015

- Collaborated closely with Creative Director, Art Director, and Project Manager to develop effective, creative magazine advertisements.
- Set client expectations, enforcing strict deadlines and facilitating communication and collaboration.
- Proofread and fact-checked all copy files to uphold publishers' style and to ensure alignment with clients' goals.
- Owned and maintained the agency's project management systems and CRM database.

E D U C A T I O N

**Certificate, Digital
Marketing Analytics**

MIT Sloan School of Management

**B.A., English Literature
B.A., Creative Writing**

Miami University, OH