

Charlotte Ashlock



CONTENT MARKETING LEADER, SEO EXPERT

Skilled at scaling traffic and revenues using data analysis, customer empathy, creative narratives, and SEO-optimized content strategies.

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EXPERIENCE

Berrett-Koehler Publishers

JUN 2016 TO PRESENT

Content Strategist

INBOUND MARKETING: Launched a new inbound marketing initiative to provide the sales team with a supply of high-quality leads, with the goal of increasing web direct sales to \$400,000 annually.

SEO & USER RESEARCH: Used web analytics, Facebook Audience Insights, thousands of user surveys, and user interviews to develop customer personas and create SEO-driven keyword strategies that reflect customer needs.

CONTENT STRATEGY: Performed content audits and competitive analyses, identified leaky parts of the funnel using analytics, developed redesigns and new messaging for pages crucial to the funnel.

CAMPAIGN MANAGEMENT: Contributed input on copy along all stages of the lead nurturing process: from Facebook & Google ads to landing pages to lead magnets to email drips.

Managing Digital Editor

JULY 2012 TO JUN 2016

CONTENT STRATEGY COACHING: Taught our authors how to succeed in online marketing, SEO, web content strategy, and social media management.

UX-DRIVEN CONTENT STRATEGY: Using SEO, A/B testing, etc. increased traffic by 124%, with a corresponding increase in user acquisition, and scaled revenues to over \$100,000 yearly.

WRITING AND EDITORIAL: Managed editorial calendar for the website, did talent scouting for new writers, personally edited two books on online marketing (one of them endorsed by Seth Godin).

VIDEO MARKETING: Created an in-house video studio and helped launch a new YouTube video series marketing our books; developed relationships with book reviewers on YouTube.

Babylist

JUN 2016 TO MAY 2017

Content Producer

SEO-OPTIMIZED CONTENT PRODUCTION: Wrote articles that ranked in the front page of Google for major keywords; assisted in script writing and production for YouTube search optimized videos which 10xed the channel to over 125,000 views.

SCALING TRAFFIC VIA CONTENT: Grew traffic by 110%, up to 800,000 monthly sessions, which helped give the sales team leverage to sell 5 or 6 figures of advertising monthly.

SOCIALLY OPTIMIZED CAMPAIGNS: Via research in Moz, Google Webmaster Tools, Pinterest Analytics, Facebook Insights, and Buzzsumo, developed content campaigns optimized for social sharing and keyword use.

DATA ANALYTICS & USER RESEARCH: Reported actionable insights for Babylist's web and email strategy by using GA, Webmasters, Heap, Inspectlet, user interviews, and user feedback.

Public Interest Network

SEPT 2011 TO JULY 2012

Web Associate

STRATEGIC CONTENT MIGRATION: Customized 100+ instances of Drupal multisite and project managed content migration of thousands of pieces of content into new SEO-optimized sites, allowing clients to improve their funnels and scale their online donations.

USER MANUAL WRITING: Wrote manuals that helped over one hundred nonprofits learn how to use their new websites, creating separate documents for users at different skill levels.

BUG & FEATURE MANAGEMENT: Processed hundreds of bug reports and feature requests submitted by clients into user stories for developers.

EDUCATION

500 Startups (Online)

JAN 2017

Marketing Hell Week

An in-depth training on start-up growth methods from a prestigious start-up incubator.

Bard College, Annandale-on-Hudson, NY

SEPT 2006 TO MAY 2010

Bachelor's Degree

CONCENTRATIONS: 1) Science, Technology, and Society, 2) French Studies

SKILLS AND TOOLS

- ✓ **Data & SEO:** Google Analytics, Webmaster Tools, Moz Pro, Heap Analytics, Inspectlet
 - ✓ **Content Management:** Drupal, Wordpress, Squarespace, Contently, Refinery
 - ✓ **Email:** Hubspot (Certified 5/17), Mailchimp, SendGrid, SendWithUs, Bronto
 - ✓ **Optimization:** Optimizely, Leadpages, SumoMe
 - ✓ **Software:** Microsoft Office Suite (Advanced Excel), Adobe Creative Suite, Final Cut Pro
 - ✓ **Social Media:** YouTube, Facebook, Instagram, Pinterest, LinkedIn, Medium, Twitter
 - ✓ **Programming:** HTML, CSS, SQL
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VOLUNTEERING

Berrett-Koehler Foundation

NOV 2012 TO DEC 2013

Content Strategy Volunteer Adviser

Assisted BK Foundation's Executive Director with web design, online branding, & communications strategy for the Foundation's launch.

Rochester Americorps

SEPT 2010 TO AUG 2011

Youth Services Assistant

Developed the curriculum for a library after-school program in at-risk neighborhood, and mentored challenged and gifted youth as part of the library's "Safe to Be Smart" program.
