

Kelly Stewart

6021 Collins St, Chincoteague, VA
ineffablekelly@gmail.com
(301) 806-9587

MARKETING DIRECTOR, LEADER, STRATEGIST

EXECUTIVE SUMMARY

12+ years of experience in copywriting, marketing, content strategy, and branding across B2B, tech, SaaS, and healthcare. Open to executive leadership roles (VP of Marketing, Senior Director of Marketing) in a fast-paced tech startup environment.

Proven success leading teams in creating content that boosts traffic, delights readers, drives revenue, and builds brand authority. Innovative, data-driven content strategist with an authentic voice, an audience-first mindset, and deep industry expertise.

EDUCATION

Carnegie Mellon University

Science & Humanities Scholar
Double Major: English & Astrophysics
GPA: 3.92 / 3.81, respectively

Sorbonne University

Cours de Civilisation Française
Advanced Level Certifications

CERTIFICATIONS

- Information Architecture, NN/g
- Content Marketing, HubSpot
- Digital Advertising, HubSpot
- Inbound Marketing, HubSpot
- Clinical Development, Biotech
- The Regulatory Process, Biotech
- Biology & Biomanufacturing, Biotech
- Biopharma Business Acumen, Biotech
- Pharmaceutical Manufacturing, Biotech

CURRENT POSITION

Content Marketing Director

Apprentice.io (Jan 2022 – Present)

Overview

- Set up a highly efficient content marketing department as the first content hire at a high-growth B2B SaaS startup.
- Planned, coordinated, and implemented an extensive full-funnel content marketing program from the ground up.
- Achieved significant improvements in search rankings, organic traffic, time on site, visitor count, and conversions.

Achievements

- Built a rich content calendar and administered production of assets such as white papers, eBooks, blogs, and videos.
- Created a comprehensive science manufacturing research library for cloud, MES, LES, LIMS, AR, AI, ML, and SaaS tech.
- Built and maintained a robust social media calendar that boosted engagement across LinkedIn, Facebook, Twitter.
- Built a life science glossary from scratch with 50+ terms.

Performance Metrics

- 85% increase in time on site; doubled website traffic.
- 675% increase in search impressions across 6 months.
- Attained Google page 1 rank for 13 high intent keywords.
- Attained position zero ranking for 7 target keywords (first Google search result, featured snippet under search bar).

Content Program

- Spearheading all content marketing initiatives including research, strategy, messaging, branding, and positioning.
- Developing and implementing our brand voice and tone.
- Defining editorial style guidelines and quality standards for content curation, research, development, and distribution.
- Optimizing existing digital content and maintaining shared content asset management systems and digital templates.
- Conducting extensive market research to build persona profiles and purchasing behaviors for all core buyer types.

PROFICIENCIES

- User experience
 - Team leadership
 - SEO optimization
 - Demand generation
 - Project management
 - Content development
 - B2B product marketing
 - Campaign development
 - Qualitative market research
 - Quantitative market analysis
 - Digital marketing operations
 - Staff training & development
 - Marketing insight generation
 - Cross-functional collaboration
 - Data-driven marketing strategy
 - Editorial calendar management
 - Verbal & written communication
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AWARDS & RECOGNITION

- B2B Content Show Podcast
 - HeadStart Webinar Host
 - Tartans Abroad Award
 - Dean's List, High Honors
 - Emerging Leaders Program
 - Abel Bomberault Fellowship
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HARD SKILLS

Microsoft Office, Adobe, Zinc, Veeva, ProofHQ, Canva, Monday, Webflow, AEM, SEMrush, and Google Analytics.

SOFT SKILLS

Extremely positive, productive, creative, organized, and self-motivated. I excel in spearheading collaborative projects and getting stakeholders aligned and truly excited to participate in content creation.

My superpowers: innovation, influence, diligence, enthusiasm, and above all, an unrelenting passion for the work I do. I'm committed to delivering content that attracts, engages, delights, and converts.

PROFESSIONAL EXPERIENCE

Senior Content Marketing Manager

Tendo Communications (2019 – 2022)

Planning and executing content programs, directing copywriters, training hires, leading client communications, overseeing content calendars, conducting content audits and website migrations, building style guides, content models, task flows, and taxonomies.

Copy Supervisor

Splice Agency (2018 – 2019)

Content steward and lead copywriter for multiple HCP brands, leading campaigns, presenting to clients, pitching new business, developing messaging and positioning, creating style guidelines, building templates, and directing freelancers and internal teams.

Senior Copywriter

Juice Pharma Worldwide (2017 – 2018)

Lead copywriter for multiple global healthcare brands, developing award-winning launch campaigns and competitive messaging platforms, creating content for doctors, nurses, sales reps, and consumers, and researching, referencing, and annotating all copy.

Copywriter

Giant Creative Strategy (2016 – 2017)

Writing long- and short-form copy, presenting to clients, building templates, leading projects from conception to completion, fact checking, collaborating with Art, Account, and Editorial teams, and submitting all projects for medical, legal, and regulatory approval.

Proposals & Contracts Developer

Medidata Solutions (2015 – 2016)

Drafting and distributing formal scientific proposals, preparing RFI/RFP responses, streamlining processes, coordinating with Legal to expedite approval, and interfacing with pharma/biotech clients.

Director

Food Not Bombs (2013 – 2014)

Leading Chicago's branch of a global food redistribution network, supervising vendors, transport, and shift scheduling, recruiting staff, fundraising, and directing marketing and promotional events.

Copywriter

The Sleep Ambassador (2011 – 2013)

Researching sleep's role in mental and physical health, creating compelling informational content, securing clients, building brand awareness, and consulting to multiple Fortune 500 corporations.