

TRACEY EDWARDS

Senior Digital and Content Marketing Manager

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Portfolio tracey-edwards-portfolio.com

Insightful senior marketing manager with 15 years of digital and content marketing experience. Able to drive exceptional campaign results with authentic messaging, content that meaningfully connects, and optimized digital experiences. Dedicated team leader who believes people deliver transformational work when challenged, empowered, and valued.

Skills

- Content and Digital Marketing/Strategy
- Campaign Development and Analysis
- Brand Acquisition and Integration Strategy
- Budget Management
- Google and Adobe Analytics
- SEO/SEM
- Team Development
- Transparent Communication
- Marketing Workflow Optimization
- Google Ads
- CMS Management

Work History

Senior Marketing Manager

2020 to Present

Advanced Energy, Denver, CO

- Lead content and creative service teams in all campaign and marketing material development, including hands-on copywriting/editing and graphic design review
- Manage corporate website function and digital strategy/transformation, work closely with website developers and plan monthly sprints
- Boost brand awareness externally and internally, drive brand implementation and consistency
- Develop merger and acquisition marketing plans, lead website integrations, content rebranding and audits
- Optimize SEO and PPC programs, leverage data insights to maximize effectiveness
- Continuously analyze team functions and workflows to streamline efficiency, implement and refine project management software
- Define email marketing strategies and writing styles to increase open/click-through rates and campaign performance
- Collaborate with senior sales, engineering, and various other teams to create sales enablement tools and materials

Senior Online Strategist

2017 to 2020

Advanced Energy, Denver, CO

- Managed developers and UX experts to launch dynamic website, improved website goal conversion by 25% and decreased the bounce rate by 40%
- Led three website integrations, eliminated costs, and unified the customer experience
- Supervised SEO program, worked with consultants to approve organic website traffic by 30%
- Analyzed and reported website metrics such as visits, time on site, and page views per visit via Google Analytics
- Collected and responded to user and internal stakeholder feedback implementing iterative improvements to site structure and content
- Managed web content specialists and trained all content management system users
- Developed and edited website content, gathered information and integrated data from product and sales teams

Web Content Manager

2013 to 2017

LEVEL 3 COMMUNICATIONS, Broomfield, CO

- Managed and maintained multi-language website, company intranet, and other online channels
- Supported 200+ stakeholders and 15 teams
- Collaborated with developers and design teams to develop and plan site content, layout, and style; ensured consistency throughout all web properties
- Implemented basic SEO tactics and strategies
- Used basic HTML 5 and CSS to troubleshoot issues
- Approved, reviewed, and edited all content flowing to website, improved time on site by 15%
- Conducted content audits to identify gaps and redundancies of content
- Complete multiple website redesigns and integrations

Senior Copywriter and Editor

2009 to 2013

LEVEL 3 COMMUNICATIONS, Broomfield, CO

- Created custom high-impact messaging for all marketing media, identified target audiences and drove content engagement
- Managed editorial calendar and customer newsletter process, interviewed subject matter experts to generate topics
- Created SEO-rich content to increase search result rankings
- Effectively worked under deadline pressure without sacrificing quality

COMMUNICATIONS MANAGER

2008 to 2009

AIA COLORADO, Denver, CO

- Architect Colorado managing editor, reviewed written pieces, made changes, selected photos, and approved for publication
- Created press releases and announcements, presentations, newsletter articles, and website copy
- Managed editorial calendars and scheduled public relations events and meetings

Programs and Communications Coordinator

2007 to 2008

AIA COLORADO, Denver, CO

- Managed email marketing and communications programs
- Facilitated committee meetings and prepared necessary materials in advance
- Used Adobe Creative Suite to design promotional materials

Education

BACHELOR OF ARTS: Journalism

Colorado State University - Fort Collins, CO

- Inbound Marketing and SEO Certifications