



ROBYN SHOWERS

CONTENT & SOCIAL MEDIA MARKETING

I'm a lifelong writer, insatiable learner, creative strategist, and results-driven digital marketing leader with 8+ years of experience building and nurturing audiences for both B2B and B2C brands. In my next role, I'm looking for an opportunity to tackle new marketing challenges and ideate creative solutions.



RELEVANT EXPERIENCE

SILVERBACK STRATEGIES | JUN 2017 – AUG 2018
Director of Content Marketing

Silverback Strategies is a performance marketing agency, specializing in data-driven paid search, SEO, and content marketing strategies. I started there as a Sr. Content Marketing Manager and was promoted after six months to head of the department as Director.

Contributed to agency new business initiatives, hitting the departmental goal of \$100K monthly revenue nine months earlier than projected.

Created and implemented goal-oriented content strategies for B2B and B2C clients, communicating progress weekly, monthly, and quarterly.

Collaborated across Creative, Paid Media, Development, and SEO teams to ensure holistic digital marketing campaigns.

Managed a team of four client-facing content strategists, personally hiring and training most.

Clients: Mattress Warehouse, Washington Speakers Bureau, CQ Roll Call, Charles Koch Institute, K12

TRACX | OCT 2016 – MAY 2017
Director of Content Marketing

Tracx is a deep social listening platform that helps marketers build relationships, expand reach, and drive revenue in the social economy.

Doubled MQL (marketing qualified lead) volume by developing and implementing a high-converting webinar program featuring industry influencers and by identifying and producing strategic ebook content.

Produced highly shareable, research-based blog posts and infographics, optimized to rank for target keywords. Managed freelancers and in-house contributors and edited all content for brand consistency.

Ran company's social media accounts, created all social-first content, and functioned as in-house designer for sales collateral and event needs.

Worked with CEO, CMO, and Head of Sales to clarify brand messaging, redefine audience personas, and update sales collateral.

BRAZEN | AUG 2015 – OCT 2016
Content Marketing Manager

A B2B SaaS startup based in Washington, D.C., Brazen helps organizations create better engagement through chat-based online events.

Increased MQLs by 47% by building a lead generating content marketing program from scratch after conducting extensive persona research.

Wrote or edited over 100 pieces of content, including blog posts, case studies, ebooks, and more.

Relaunched and managed Brazen's 50,000+ subscriber blog with a new design, a new keyword

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SKILLS

CONTENT STRATEGY

Search engine optimization
Editorial planning
Blog writing & editing
Content optimization
Case studies
"Big Rock" content

DIGITAL MARKETING

Email nurturing
Lead generation
Public relations
Paid social
Branding

CREATIVE

GA Visual Design Course
Adobe Dreamweaver
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Canva
Lumen5

SOCIAL MEDIA

Social listening
Social analytics
Social sharing optimization
Social content creation
UGC campaigns
Campaign ideation





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EDUCATION

WAKE FOREST UNIVERSITY

Bachelor of Arts, English

2004-2010

Minors: Journalism,
International Studies



FUTURE TED TALKS

Here are a few seemingly random topics that I could give a Ted Talk on tomorrow (or discuss at length over a cocktail):

42: Why Social Media ROI Is an Answer to the Wrong Question

Why Diversity in the Workplace is Good for the Bottom Line

The Early Bird Doesn't Always Get the Worm (and Other Myths About DSPS)

Chatbots Killed the Mobile App. What's Next?

How Lyme Disease Made Me a Happier Person

Not Millennials: How Gen Z Will Change Work, Marketing, and Everything

MORE RELEVANT EXPERIENCE



strategy, and a focus on social sharing, which increased by more than 1,000%

Guided Brazen seamlessly through a transition from Marketo to HubSpot, setting up personas, lead scoring, email nurturing, landing pages, and more.

Directly managed marketing interns, dozens of freelance writers, and vendor relationships with our PR and SEO consultants.

HUBSPOT | AUG 2014 - AUG 2015

Social Media Manager

HubSpot is a Cambridge-based SaaS company that helps millions of organizations grow better,

Managed HubSpot's social media presence across several networks totaling more than 1.65 million followers. Key duties include creating and curating content, writing social copy, designing social images, running continuous optimization testing, and coordinating with teams across the company, including PR, content, campaigns, creative, international, and culture.

Consistently surpassed goals for traffic, leads, engagement, and follower growth, increasing monthly social leads from social channels by 86%, and doubling follower growth using a modest paid strategy combined with organic engagement plays.

Rolled out Canva for Work Beta team-wide to simplify the creation of visual marketing assets.

Started a popular Twitter chat to engage audience, connect with influencers, and increase reach. Rejuvenated Pinterest page and reversed Facebook lead decline.

Awards: 2015 Rising Star Award, May 2015 Sherman Award for Facebook Page

INTERMARKETS, INC. | FEB 2012 - JUL 2014

Creative Copywriter

Intermarkets is a media company that focuses on programmatic advertising solutions.

Developed original and on-brand copy for ads, brochures, website content, PowerPoint content, email marketing sends, blog posts, social media posts, and more.

Efficiently and consistently produced high-quality content in a deadline-driven environment.

Launched company blog and social handles for brand awareness and lead generation.

THE ALBAN INSTITUTE | JAN 2011 - NOV 2011

Digital Publishing Associate

The Alban Institute produced non-fiction congregational books.

Converted dozens of print books into ebooks using PERL scripts and HTML/CSS coding.

Promoted book sales through weekly e-newsletter, digital ads, press releases, and design assets.