

Lauren Holliday

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Journalist with a marketing mindset

Creative, fast-paced, top 1% writer, who has 14 years of experience stringing together words that resonate with startup founders and investors and drives them to action. Published or featured in nearly every mainstream media outlet, including but not limited to: *Wall Street Journal*, *Business Insider*, *Fortune*, *The Economist*, *Inc*, *Fast Company*, *CNBC*, *Entrepreneur*, *Boston Globe* and *The Next Web*. A true polymath, who applies her journalism background combined with extensive growth marketing experience to create content that actually makes an impact in readers' lives. Key achievements include:

- 5M+ visitors driven to websites through amazing content marketing since 2012.
- 300+ published pieces of content, many syndicated on reputable websites.
- Average time on post: 5-7 minutes (Industry average time on post is a mere 54 seconds).
- Average shares per post: 231 shares (Industry average shares per post: 7 shares).
- 1M+ views to personal Medium blog.
- 15+ viral articles.
- ~700K views on Quora.
- 100K+ saves in Pocket.

Professional Experience

Self-Employed

Remote

Content Strategist, Writer, Marketer

Aug 2023-Present

- Manage an SF founder, tech operator and angel investor's LinkedIn account, increasing followers by 12K (an average of 1K+ MoM), generating 2M post impressions, 3,500+ comments, 18,000+ likes and 632+ shares in the course of ~1 year. ([See case study](#))
- Ghostwrite and distribute posts for VCs, angel investors and startup founders that are published in mainstream business publications as well as niche tech blogs.
- Managed \$10,000 monthly marketing budget and freelance team to execute multi-channel strategy including social media, content marketing, targeted advertising and growth hacking initiatives while overseeing website design, blog development, and comprehensive project delivery.

Clearlink

Managing Editor

Remote

Jan 2023-Aug 2023

- Developed comprehensive content marketing program encompassing content strategy creation, editorial calendar management, writer coordination and multi-channel distribution to drive organic growth.
- Recruited and managed a team of top-tier freelancers, including writers, graphic designers, data analysts and interactive design specialists, in order to execute better content, faster.
- Ideated, scoped out and assigned content pitches to freelancers.
- Collaborated constantly with the revenue strategy director to ensure editorial content drove revenue for partners and Move.org.
- Reported key content marketing KPIs to executives and colleagues weekly.

Zimmerman Advertising

Pompano Beach, FL

Director, Content & Experience Strategy

May 2022-Oct 2022

- Strategize, ghostwrite and manage Instagram, Twitter, LinkedIn and Facebook for seasoned marketing founder and investor worth more than \$4 billion.
- Developed Zimmerman Advertising's social media strategies for Instagram, TikTok, LinkedIn and YouTube.
- Audited and created clients' content marketing strategies, editorial calendars and lead-generation strategies.
- Founded Zimmerman Advertising's first-ever social media committee, with ~30 members.

CUTCO

Remote

Content Marketing Strategist

Oct 2017-Jan 2022

Hired by Digital Strategy Manager to train the team on publishing, specifically how to build, manage and grow a high-caliber blog that resonates with its target audience.

Researched and developed the content marketing strategy and editorial workflow.

Groomed and trained editor-in-chief on content marketing processes and distribution strategies.

- Ideated, wrote and distributed 10x content that was responsible for driving more than 92,000 unique visitors to the blog in ~6 months, with an average visit duration of nearly six minutes.
- Trained editor-in-chief on how to recruit and manage the best freelancers, write creative briefs, edit their work, publish it in WordPress and develop custom distribution strategies for each piece of content.
- Conducted competitive content analysis across multiple channels, analyzing content types and distribution tactics that performed the best for competitors.
- Created the content marketing strategy that was responsible for increasing the number of organic keywords ranking in Google from 0 to 2,540 in nine months, resulting in 52% of traffic coming from organic search.

Cisco CSR

Digital Marketing Manager

Remote

May 2018-April 2020

Served as the primary marketing stakeholder and strategist for three flagship CSR programs with combined budgets exceeding \$300,000, including the Global Problem Solver Challenge entrepreneurial competition, GPS: The Series educational initiative developed with Arizona State University, and Networking Academy. Led end-to-end marketing operations spanning paid social advertising, content strategy, design, analytics, and executive communications. Collaborated directly with C-suite leadership and high-profile partners including the World Economic Forum to drive program awareness and participant acquisition across multiple digital channels.

- Transformed Facebook and Instagram ads into the No. 1 source of qualified applicants for Cisco's Global Problem Solver Challenge, increasing conversion rates 40x (0.14% to 5.58%) within 14 days.
- Created high-impact content across multiple Cisco channels, including ghostwritten blog posts for the SVP of Corporate Social Responsibility, email campaigns for Networking Academy and case studies, showcasing Global Problem Solver Challenge winners.
- Created content calendars, and social media posts for Cisco's Global Problem Solver Challenge.
- Developed comprehensive multi-channel social media strategy for GPS: The Series targeting educators across Instagram, Twitter, Facebook, and Pinterest, including audience segmentation, hashtag research, influencer identification, and platform-specific content recommendations to maximize teacher engagement.
- Developed strategic recommendations for CSR marketing initiatives, including podcast feasibility analysis and comprehensive marketing hub strategy, providing executive leadership with data-driven guidance for content expansion decisions.

GoSkills

Head of Marketing

Remote

Mar 2017-April 2018

Hired to spearhead content marketing department. Developed and managed annual marketing budget of \$120,000. Recruited and led scrappy team of five internal employees and 15+ creative freelancers, who helped team exceed marketing KPIs MoM.

- Orchestrated high-volume content operations producing 5 weekly posts and 1 premium "10x" piece monthly, managing end-to-end editorial processes including content briefs, editing, distribution, and Trello-based editorial calendar.
- Created viral content campaign that generated 237 Reddit upvotes and 35 comments, earning syndication in Business Insider and Lifehacker AU while

achieving Google Page 1 ranking within 24 hours for a high-volume, competitive keyword.

- Built and led a dynamic content marketing team of 20+ professionals, including social media coordinator, SEO specialist, marketing intern, and 15+ freelance contributors spanning writers, illustrators, designers, YouTube influencers, and industry experts to scale content production and campaign execution.
- Established new, more cost-effective, sustainable acquisition channels, resulting in 29% more qualified traffic to the site from organic search and site referrals.
- Established and managed content workflow and style guidelines to ensure brand consistency across channels.
- Managed creation and optimization of all digital content, including website pages, blog posts and marquee content, such as infographics, ads and ebooks.
- Created a scholarship for female entrepreneurs, which resulted in 40+ backlinks from college websites.
- Optimized Facebook advertising campaign across 36 ad sets over 10 days, achieving maximum relevance score of 10 and delivering 68 qualified leads at \$3.28 cost-per-lead with \$223 total spend.

Freelanship

Remote

Founder

Jan 2016-Mar 2017

Built and packaged the first course on full-stack marketing, which taught 300+ students how to build WordPress websites, drive traffic to those websites through content marketing and then create case studies of their results. Developed freelance marketplace, using Workify, to secure paid freelance projects for talented students.

- Generated \$15,000+ in ~2 days from first course launch.
- Featured on Product Hunt three times in two years, with our startup being the No. 2 most popular startup of the day.
- [Helped](#) 300+ millennials gain paid marketing experience and land jobs through freelance marketplace.
- Contacted by colleges, like Northeastern University, online schools, like Udacity and prominent VC firms that were interested in acquiring company.

[SitePoint](#)

Remote

Managing Editor, Entrepreneurship

Jun 2015-Jun 2016

Hired to spearhead a new publication on entrepreneurship from scratch. Recruited and managed freelance writers with a monthly budget of \$3,000. Developed the editorial strategy and workflow from the ground-up. Edited, uploaded, scheduled and distributed posts. Created and sent bi-weekly newsletter to subscribers.

- Grew blog to 100,000 weekly uniques and 2,000 email subscribers in three months, which dramatically increased ad revenue for the company in the form of sponsored posts.

HubSpot

Remote

Growth Marketing Manager, Job Board

Jun 2015-Jun 2016

Hired to grow the number of new job posts by 15% MoM. Developed and executed integrated marketing campaigns to drive job board growth through strategic content creation, paid social advertising and email marketing, while managing Meta Business Manager campaigns, analyzing performance metrics, and optimizing audience targeting strategies for maximum ROI. Secured partnerships with ZipRecruiter and Indeed to scale quickly.

- Increased the number of job posts by 37% and the number of job applications by 76%.
- Wrote, edited and optimized content to promote job board via display ads, blog posts and lead nurturing emails.

Apollo Education Group, SkilledUp

Remote

Marquee Content Manager

May 2014-May 2015

Hired to resource, manage and optimize all premium content for SkilledUp, including whitepapers, ebooks, data reports, infographics, 10,000-word career guides, 5,000-word course guides and advanced learning paths. Recruited and managed freelance writers and designers. Created marquee content workflow and brand consistency guidelines.

Select Freelance Client Engagements (2013-Present)

Freelance marketing specialist delivering editorial leadership, content strategy, SEO and digital marketing services for premier brands including Entrepreneur Magazine, The Economist, Campaign Monitor, Toptal, Ahrefs and entertainment industry clients.

Technical Proficiencies

- **PR & Distribution:** BuzzSumo, HARO, Qwoted
- **Collaboration:** Notion, Airtable, Figma, Google Drive, Trello, Asana
- **AI:** ChatGPT, Claude ♥, Perplexity, Gemini, Frase, Jasper, Copy.ai
- **Social media:** LinkedIn, Instagram, TikTok, YouTube, Facebook, Hootsuite, Buffer, Later, AuthoredUp, ShieldApp, Meta Business Manager, AdEspresso, SproutSocial, PreviewApp, Sprinklr
- **Analytics:** Google Analytics, SimilarWeb, Hotjar, Parsley
- **SEO:** Ahrefs, SEMrush, Serpstat, Surfer SEO, Keyword Planner, TubeBuddy