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## Digital Content Manager | Create, Edit, Publish, Optimize, Manage - established 2003

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Diversely talented digital content manager and creator with extensive copywriting, content publishing, editing, optimizing and lifecycle management experience. Brilliant SEO strategist, able to optimize content and copy in an engaging and relevant manner that crosses over search dominance and social media optimization.

- Demonstrated web skills with a deep understanding of UX, IA and best practices that contribute to being successful at developing and implementing monetized and/or lead generating websites within a myriad of business segments (finance, construction, consumer health, parenting and creative segments).
- Passionate about honing current skills and always learning new digital technologies and strategies.

Creator of *the* #1 ranked baby food website WholesomeBabyFood.com (acquired by Evolve Media Corp; now WholesomeBabyFood.Momtastic.com). Lone content manager, copywriter, SEO, IA, Social Media, manager of advertising relationships.

### Skills and Highlights

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- Content publishing to engage audiences, top search positioning and drive leads
- Exceptional writing, editing skills with ability to adopt style, voice of various genres and types of content
- Skilled with pushing to a variety of digital communication and media channels
- Social Media Channel Management & Promotions
- Copywriting experience for both print and web
- Excellent communicator and creative thinker
- CMS platforms and blogging software
- CRM Integration to streamline web generated leads
- Web tools, reporting and Google tools
- Proven, established Work-at-Home professional
- SEO and content optimization for driving new leads
- Metadata maven
- Ability to build digital audiences and convert leads
- Online research and DMCA expert
- Graphic Design - web and print
- [Hand-coding standards compliant] HTML and CSS
- Windows and Mac
- Adobe Creative Suite v. 2 through present
- Microsoft Office | Google Apps
- Published Author
- Works and plays well with others

### Employment/Volunteer History

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#### Digital Marketing Manager and Development Specialist

January 2014 to Present

Rescon Basement Solutions – Part time

Provide lifecycle management of all content while creating and publishing engaging, SEO rich copy for corporate websites using extraordinary writing skills, content strategies, visual design and information architecture best practices. Design and produce web banners and website graphics, printed marketing materials, PDFs, and presentations. Best SEO, content optimization practices propelled website into first page results for 95% of targeted keywords in top 5 tiers delivering strong business results.

- Restructured all content and landing pages to improve clarity and increase conversion, generating daily leads.
- Responsible for development, content publishing and technical maintenance of corporate websites to ensure relevancy, conversions, accuracy and consistency of corporate branding.
- Create SEO and other digital strategies to grow organic leads, expand reach for leads and increased revenue yearly.
- Grow leads by converting site traffic through calls-to-action, landing pages, and lead generation content; increasing
- Track and report on key web performance indicators and metrics.
- Planned and executed all phases of a blog and principal website migration from managed ASPX CMS platform to independent Wordpress builds.

**Information Architect, Blog Writer and Social Media Manager**

Present

WholesomeBabyFoodGuide.com

- Content creation, SEO, and information architect for blog accompanying the Wholesome Baby Food Guide book
- Design and creation of downloadable resources, info-graphics, PDFs, multi-media and other marketing content.
- Social media engagement and management – Facebook, Instagram, Twitter, Pinterest, Google+
- Photography and graphics creation; Adobe Creative Suite.
- Technical maintenance – server side. CMS Wordpress on Linux, SQL, and htaccess rules, backups, patching.
- Theme customizations and updates as needed.
- Affiliate partnership marketing management and creation and management of contest and giveaways.

**Content Development, SEO and Social Media Manager - Consultant**

2011 – 2013

WholesomeBabyFood.Momtastic.com - Momtastic/Evolve Media Corp.

- Web content audit and deployment, copywriting, content management through transitional acquisition phase.
- Continued brand development concentrating on developing content and social media strategies.
- Technical blog and website management – Wordpress, Dreamweaver, FTP, SQL.
- Social Media engagement, management - Twitter and Facebook growing fan base to over 3,000 Twitter followers and 41,000 Facebook fans by May 2013
- Continue website maintenance – server/client side. HTML, CSS, backups, patching
- SEO - analyze traffic patterns using Google Analytics, and revise strategy appropriately to improve optimization.
- Created and managed contest and giveaway campaigns.

**Sole Proprietor and Creator**

2003 – 2011

WholesomeBabyFood.com – Award Winning #1 resource

Creator and Sole Proprietor - Wholesomebabyfood.com, a #1 rated destination website for food and nutrition in the parenting segment with visitor and readership growing to average over 1 million visitors per month as of November 2010. The WholesomeBabyFood.com web property was acquired by Evolve Media Corp. in 2011.

- Developed, wrote and published over 400 pages of original health related content.
- Guided all content, marketing and business aspects of the WholesomeBabyFood.com website.
- Architected information flow to enhance user experience, engage and retain visitors.
- SEO optimization to increase organic referrals and position website to #1 for over 55 targeted keywords.
- Design and implement digital strategy, social media and brand communication paths.
- Created and managed social media profiles and other digital and media channels.
- Managed ad sales, campaigns with key digital ad agencies such as Federated Media, Gorilla Nation, Burst Media.
- Affiliate marketing and monetization of website and digital social channels.
- Web server and database maintenance and file management.
- Google tools to analyze traffic, engagement and website integrity.

**Technical Officer**

JP Morgan Chase

4 years

Chelmsford, MA

**Legal Asset Technician**

Resolution Trust Corporation/FDIC

4 years

Tampa, FL/Atlanta, GA

## Web/Internet Related Properties and Accounts

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### Internet Portfolio:

[www.wholesomebabyfoodguide.com](http://www.wholesomebabyfoodguide.com)  
[www.sheetmetaltartcreations.com](http://www.sheetmetaltartcreations.com)  
[www.becomingdaddy.net](http://www.becomingdaddy.net)  
[www.windhamactorsguild.com](http://www.windhamactorsguild.com)  
<http://www.waynestattoo.com>  
[www.maggiemeade.com](http://www.maggiemeade.com)  
[www.nourishedpregnancy.com](http://www.nourishedpregnancy.com)  
[www.despitediabetes.com](http://www.despitediabetes.com)  
[www.wholesomebabyfood.com](http://www.wholesomebabyfood.com)  
[blog.resolutions.com](http://blog.resolutions.com)  
[www.resolutions.com](http://www.resolutions.com)  
[basementfinishing.resolutions.com](http://basementfinishing.resolutions.com)  
[www.getfreefromcable.com](http://www.getfreefromcable.com)  
[www.previewnow.net](http://www.previewnow.net)

### Pinterest:

<http://pinterest.com/nourishedpreg>  
<http://pinterest.com/wholesomebaby>  
<https://www.pinterest.com/resconbasements/>

### Twitter:

@wholesomebaby  
<http://www.twitter.com/wholesomebaby>

@MaggieMeade\_M  
[http://twitter.com/MaggieMeade\\_M](http://twitter.com/MaggieMeade_M)

@ResconBasements  
<http://twitter.com/ResconBasements>

### Facebook:

<http://www.facebook.com/Wholesomebabyfood>  
<http://www.facebook.com/WBFGuideBook>  
<http://www.facebook.com/ResconBasements>  
<https://www.facebook.com/MassabesicAudubonCenter>

### Google+:

<https://plus.google.com/117499309331767871724/>

### Instagram:

[http://www.instagram.com/maggie\\_wholesomebaby](http://www.instagram.com/maggie_wholesomebaby)

## Freelance and Contributor

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Freelance content creation and optimization, research, graphic design, and advice interviews for owned properties and various media outlets including: The Bump, Momtastic.com, SheKnows.com, Babble.com, TheStir, EMAB, CafeMom, Women's World, Pregnancy and Baby Magazine, BabyTalk Magazine and more.

## Honors and Accomplishments

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- ☆ **Parent's Choice Website Award #1 Infant Feeding/Nutrition site - SheKnows.com for WholesomeBabyFood.com**  
SheKnows is a top 5 web destination for women with over 7 million unique visitors per month.
- ☆ **HON Code Certification** - A non-profit, accredited to the Economic and Social Council of the United Nations. Received the HON stamp of approval in 2008 to present. The HON Foundation is a Non-Governmental Organization, internationally known for its pioneering work in the field of health information ethics.
- ☆ **Service Star JP Morgan Chase** – Internal October 2000  
Received 7 Service Star awards (throughout tenure) from peers and supervisors for outstanding performance and service within the corporation. Awards were given specifically from the Infrastructure, Development and Production team divisions.
- ☆ **Meritorious Performance Award Star** Resolution Trust Corp./Federal Deposit Insurance Corp - 1994  
Received the Meritorious Performance Award for work performed on a networked U.S. Congressional legal case-reporting database.