
Digital Marketing and Brand Administrator | Create, Edit, Publish, Optimize, Market, Manage – est. 2003

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

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

- ➔ Deep understanding of UX, IA and best marketing practices contributing to success in developing and implementing engaging campaigns, monetized and/or lead generating websites within a myriad of business segments including energy, finance, construction, consumer health, parenting and other creative segments.
- ➔ Passionate about honing current skills and learning new digital technologies and strategies.

Skills and Highlights

- 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
- Email campaign strategy and creation; analytics
- Windows and Mac
- Adobe Creative Suite v. 2 to present CC 2018
- Published Author
- Works and plays well with others
- Conversant in Spanish

Employment History

Digital Marketing Business Development Coordinator
Northstar Industries

June 2017 to March 2018

Executed projects directed at maximizing company profitability by increasing brand awareness within the natural gas industry. Key responsibilities included web redesign and deployment, producing marketing collateral, pitch decks, graphic design, social media, association outreach and other duties at the direction of company leadership. Support the Business Development Manager and executive staff by identifying leads, scheduling meetings, attending tradeshows and conferences, organizing RFP and Bid documents and managing sales related documentation and information.

- Organized, designed and implemented the new Northstar corporate website involving copywriting, graphics, photograph selection, SEO and other actions necessary to complete and revitalize the project.
- Create lasting digital strategies to increase brand awareness, leads through robust SEO, engaging content, calls-to-action, key landing pages and digital downloads. Track and report key performance indicators and metrics.
- Implementation of business sales strategies, marketing campaigns aligned with increasing brand awareness in the energy sector and preserving consistency of corporate message.
- Design and create both traditional print and digital collateral; graphic design and digital design duties.
- Develop and conduct online, email and traditional direct mailing campaigns for target customers.

Digital Marketing Manager and Development Specialist

January 2014 to 2017

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.

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

Information Architect, Blog Writer and Social Media Manager

Present

WholesomeBabyFoodGuide.com

Content Development, SEO and Social Media Manager - Consultant

2011 – 2013

Sole Proprietor and Creator

2003 – 2011

WholesomeBabyFood.com – Award Winning #1 baby food and infant nutrition 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

Chelmsford, MA

Legal Asset Technician

Resolution Trust Corporation and the FDIC

Tampa, FL/Atlanta, GA

Published Author

The Wholesome Baby Food Guide, 2012 Grand Central Life & Style, a division of Hachette Book Group
Slow Cooker Baby Food, September 2018, Harvard Common Press, a division of Quarto Publishing Group

Web/Internet Related Properties Developed - Accounts Created and/or Managed

Internet Website Portfolio:

www.northstarindustries.com
blog.resolutions.com
www.resolutions.com
basementfinishing.resolutions.com
www.wholesomebabyfoodguide.com
www.sheetmetalartcreations.com
www.becomingdaddy.net
www.windhamactorsguild.com
www.waynestattooworld.com
www.maggiemeade.com
www.hawkinschiro.com
www.nourishedpregnancy.com
www.despitediabetes.com
www.wholesomebabyfood.com
www.getfreefromcable.com
www.previewnow.net
www.polishedbeautique.com
www.wingswildlife.org

Pinterest:

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

LinkedIn

<https://www.linkedin.com/in/maggiemeade>
<https://www.linkedin.com/company/northstar-industries>
<https://www.linkedin.com/company/skimking/>

Twitter:

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

@MaggieMeade_M
http://twitter.com/MaggieMeade_M

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

@NorthstarInd
<http://www.twitter.com/northstarind>

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

Facebook:

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

Google+:

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

Instagram:

http://www.instagram.com/maggie_wholesomebaby

Freelance and Contributor

Freelance digital marketing, sales, content creation and optimization, research, graphic design, and advice 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

- ☆ **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**
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
Received the Meritorious Performance Award for work performed on a networked U.S. Congressional legal case-reporting database.