

Lisa Banks



Senior content marketing strategist available for contract assignments

content marketing team lead / strategy / SEO/ content writing

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EXPERIENCE

SaaSpirin — *Chief Content Strategist (remote)*

May 2020 - PRESENT

Consult on content marketing operations for content agency that serves SaaS companies. Collaborated with founder to establish procedures and recruit and train team. Manage strategy for agency's own content.

Animalz — *Sr. Content Marketing Manager (remote)*

June 2019 - August 2020

Managed client relations for Alexa and wrote for other high-profile SaaS companies such as Buffer and Amplitude. Workflows involved content strategy, creation (writing + images), publishing, promotion, and reporting.

Gleim — *Marketing Communications Manager (Gainesville, FL)*

August 2018 - June 2019

Led team of 3 handling SEO, social media, email marketing, and company website and blog at accounting education software company. Worked with SEO consultant and collaborated with SMEs and other company departments.

SEO Advantage — *Director of Special Projects (remote)*

November 2004 - July 2018

Joined SEO agency as copywriter and progressed to director level. Led efforts in agency marketing, client care, and special projects. Launched company's biggest product and grew traffic to 25k/month using only content marketing. The site now brings 160k/mo traffic based on the foundation I established.

RECENT WRITING SAMPLES: BLOG POSTS

[The Importance of Marketing Mix in Your Growth Strategy](#) — Brand: Alexa. Goal: SEO. Pitched the topic, created a custom graphic, worked with editors, and published to client's CMS. Ranking for 389 keywords as of 5/11/21.

[We Need to Engage Youth In Meaningful Work Earlier. Here's Why.](#) — Brand: HelloWorld. Goal: Thought leadership. Wrote post as freelancer in collaboration with account team at agency.

[How Many Blog Posts Should You Publish Every Month?](#) — Brand: SaaSpirin. Goal: Sales support. Wrote article for content agency's knowledge center to help educate clients and set expectations (self-edited).

SKILLS

↪ *Delighting clients with content that hits their goals.*

↪ *Thoroughly researching topics to build authority.*

↪ *Working seamlessly as part of your content operations.*

↪ *Using content marketing tools such as Ahrefs, Google Docs, Quip, WordPress, HubSpot, Airtable, Trello, Notion, Unsplash, BuzzSumo, Canva, etc.*

EDUCATION

MBA (International Business and Marketing), Dalhousie University, Halifax, NS, Canada

Bachelor of Commerce (Accounting, Marketing) Saint Mary's University, Halifax, NS, Canada