

Emily Fearey

CONTENT MARKETING MANAGER

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cwriting.com

I find joy in creating content that wins over the customer by telling the truth (but with a sense of humor).

Writer, marketer, and brand storyteller with 10 years experience helping clients leverage empathy to engage and retain their audience.

Professional Experience

THE FLEX COMPANY | flexfits.com

Content Marketing Manager (Jan. 2022–present)

- Report to VP of Marketing and manage content team consisting of full-time Social Media Content Creator, freelance writers, medical reviewers, and SEO contractor
- Oversee owned social media strategy, resulting in a record 11% increase in Instagram followers during Q1 2022 and boosting TikTok and Instagram engagement rates by 63% and 23%, respectively
- Directed the redesign of several key landing pages—including copy, information architecture, and CTAs—one of which is now all-time top performer in paid conversions with a 25% bounce rate
- Designed Amazon A+ content, optimized listing copy, and updated storefront content resulting in a 262% increase in avg. weekly sessions
- Continue to own and manage The Fornix digital magazine and email newsletter along with site-wide SEO efforts, seeing record-breaking results in daily organic search impressions

Content Marketing Associate (Feb. 2021–Jan. 2022)

- Executed strategic content updates to recently-rebranded website, increasing site-wide organic conversion rate 39% H2 over H1 2021 (1.35% vs. 1.87%) and boosting organic revenue by 30% YOY
- Leveraging market research, crafted content and logic for a new product recommendation quiz that boosted lead capture and generated \$27K+/month in revenue
- Grew organic traffic to more than double that of industry competitors including Saalt, Cora, and Intimina
- Grew avg. daily clicks (Search Console) to The Fornix by 118% (550 to 1.2K) between April 2021 and April 2022

Education

WILLIAM SMITH COLLEGE | Geneva, NY

Bachelor of Arts in English (Dec. 2015)

Graduated w/ honors cum laude

Dean's List

Recipient of First-Year Writing Prize

MarTech

Adobe Creative Suite

Ahrefs

Contentful

Dash Hudson

Figma

Google Ads

Google Analytics

Google Data Studio

Google Optimize

Google Search Console

HubSpot

SEMRush

Shopify

Sprout Social

WordPress

Skills

Agile Methodologies

Content Strategy

Conversion Rate Optimization

Copywriting

Cross-Functional Leadership

Customer Journey Mapping

Editorial Planning

HTML

Lead Generation

On-page SEO

Project Management

Social Media Marketing

SQL

Technical SEO

UX Writing

CliftonStrengths

Individualization



Ideation



Achiever



Strategic



Communication



Professional Experience, cont.

THE FLEX COMPANY | flexfits.com

Editor in Chief, The Fornix Contractor (Sept. 2020–Feb. 2021)

- Orchestrated Flex blog rebrand and content migration from Shopify to WordPress, auditing, refreshing, and manually re-publishing 150+ pieces of content
- Served as Editor in Chief for The Fornix, owning editorial planning, medical review processes, publishing, and management of freelance writers
- Published 6-10 SEO-focused content pieces/month, securing Top-10 Google rankings for keywords including “fornix” (12K AMS), “how to make your period end faster” (15K AMS), and “spotting vs period” (7K AMS)
- Created custom dashboards in Google Data Studio to automate previously-manual reporting processes (website, blog, and social media)

CWRITING | cwriting.com

Owner, Copywriter & Marketing Consultant Self-Employed (2018–present)

- Provide content marketing services geared towards consumer engagement, lead generation, and organic traffic growth for clients in both DTC and B2B sectors
- Develop client SEO strategy: Conduct comprehensive content and technical audits, provide keyword targeting recommendations, and identify tactical opportunities to boost existing rankings (including content distribution and link building)
- Write SEO-focused website copy, case studies, eBooks, white papers, and blog content
- Produce multimedia assets (such as infographics) to enrich digital content and boost engagement
- Build end-to-end digital content journeys aligned to key buyer personas and business priorities
- Five-star rating on Upwork with 100% job success rate

KOMARKETING | komarketing.com

Content Marketing Analyst (2019–2020)

- Managed agency clients' editorial calendars and conduct quarterly editorial planning
- Wrote strategic digital content assets, including blogs, website content, and eBooks for B2B clients; saw an avg. 42% YoY increase in total organic traffic across all client programs by the end of 2019
- Led a blog content overhaul for a facilities management software client that resulted in a 90% increase in organic blog visits and a 43% YoY increase in leads
- Created and presented competitive analyses, keyword roadmaps, content audits, backlink acquisition plans, and other strategic documents during client meetings

PIXABILITY | pixability.com

SEO Copywriter Contractor (2018–2019)

- Wrote YouTube copy and led YouTube channel management efforts for advertising clients including NARS, Shiseido, bareMinerals, Puma, and Rolex
- Assisted in creation of insights reports and larger-scale industry studies for clients and partners, including quarterly studies delivered to Google

EF EDUCATION FIRST | eftours.com

Traveler Support Specialist (2016–2018)

- Resolved an average of 360 customer inquiries per week over the phone and via email
- Managed all NY and NJ customer accounts as Regional Lead
- Worked closely with marketing to overhaul Help Center content, build out chatbot, and update copy in post-enrollment email flows

DISTINCTIVE DIRECTORIES | thevalleybook.com

Copywriter (2012–2015)

- Wrote print ad copy, restaurant reviews, and editorial features for regional magazines distributed in CT

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