

BRITTANY ZION MYERS

CONTENT CREATION | STRATEGY | MANAGEMENT

PROFILE

A content professional with more than 12 years experience crafting messaging that engages, informs and converts. Thinks proper grammar is a dying art form, and that data-driven insights are critical to a team's success. Advanced Google Analytics , Google AdWords and HubSpot Inbound Marketing certified. Passionate about encouraging knowledge sharing and thought leadership.

WORK HISTORY

CONTENT MARKETING MANAGER

Lifestyle Communities | Columbus, OH | Aug 2017 - Current

Internally promoted to the first Content Marketing Manager role in company history, leading a team to author a strategic approach to content that created brand awareness, consideration and engagement on all social and digital platforms.

- Authored a content strategy anchored in three content pillars and built a proprietary editorial calendar to support it
- Influenced leads from acquisition through conversion with thoughtful content and well-executed campaign strategies
- Elevated demand generation performance and established benchmarking for Cost Per Lead (CPL), Cost Per Click (CPC), and Customer Acquisition Cost (CAC)
- Conducted ongoing usability tests and identified content performance KPIs, refining content strategies based on performance metrics

CONTENT, COMMUNICATIONS SPECIALIST

Lifestyle Communities | Columbus, OH | Jan 2014 - Aug 2017

- Wrote compelling and highly creative copy for a variety of marketing materials including blog posts, emails, infographics, web pages, video scripts and more
- Created integrated content strategies, ensuring content was consistent with the brand voice and style, as well as optimized for search and user experience

+330 243 5085



brittany.zion@gmail.com



Austin, TX



CERTIFICATIONS

Advanced Google Analytics

Google AdWords

HubSpot Inbound Marketing

SKILLS

Content marketing

Analytics + measurement

Product marketing

HubSpot + Marketo

Demand generation

WordPress + HTML

Search engine optimization

WORK HISTORY CONT.

COPYWRITER

Triad Retail Media | Tampa, FL | July 2013 - Jan 2014

Recruited to the Walmart ecommerce brand team at the (then) fastest-growing digital agency in the US, writing B2B and B2C content that yielded above-average click-through rates, increased return visits to the website, and improved site engagement.

- Led content planning and calendaring, strategic editorial ideation, copywriting, custom-content creation and editing for Walmart.com ecommerce and product marketing teams
- Translated strategies outlined in creative briefs into engaging concepts and copy for ecommerce brands like Samsung, CoverGirl and Kraft

SOCIAL MEDIA REPORTER

Fox Sports Florida | Tampa, FL | Jan 2013 - July 2013

In tandem with a full-time feature reporter role with the National Hockey League (NHL) Tampa Bay Lightning, served as the sideline reporter for all home games on the Fox Sports Florida broadcast - the first role of its kind in franchise history.

- Conducted live, rinkside player interviews for nationally-televised NHL broadcast and digital media
- Managed Fox Sports Florida's official social platforms, engaging with fans and posting unique in-game content

FEATURE REPORTER, IN-ARENA EMCEE

Tampa Bay Lightning (NHL) | Tampa, FL | Sept 2009 - July 2013

Internally promoted to the organization's first digital feature reporter role, the manifestation of nearly three years of proven results in live in-game and digital fan engagement.

- Led digital efforts to generate improved engagement on all media platforms, yielding the highest video views and downloaded features in the organization's 20-year history
- Produced compelling video and written content, including gameday reports, post-game coverage and player interviews
- Served as in-arena emcee at all Tampa Bay Lightning games, providing entertainment to 19,000+ fans

CORPORATE COMMUNICATIONS ASSISTANT

Cleveland Cavaliers (NBA) | Cleveland, OH | May 2008 - Sept 2009

Throughout the National Basketball Association (NBA) season, assisted the Cleveland Cavaliers basketball operations staff in all fan engagement and communications efforts.

- Coordinated event publicity for players and event talent, generating local, regional and national media attention
- Wrote press releases and media alerts for team and arena websites, reporting successes and opportunities

EDUCATION

BACHELOR OF ARTS

Journalism

Kent State University

2004-2008

EXTRAS

FREELANCE WRITER

Crackerjack Media | Current

Create impactful content for boutique media agency and its local and national clients.

LC TEAM IMPACT AWARD

Lifestyle Communities | 2019

Honored with an annual company-wide award for excellence in teamwork, propelling a project forward that supported the company's vision and goals.

LC INVEST IN YOU LEADERSHIP PROGRAM

Lifestyle Communities | 2019

Selected as one of 15 participants in the company's inaugural leadership program.

VOLUNTEER WORK

Pelotonia | 2014-2020

Raised over \$25,000 through an annual bike event for The James Comprehensive Cancer Center.
