

EJ Brown

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Key Recent Achievements

- Brought in over \$1M in pipeline in 2022.
- Increased FastSpring's newsletter performance by nearly 50% which led to 6-figure sales opportunities.

Recent Experience

Senior Content Strategist

FastSpring August 2022 - Present

- Ownership over the \$250K annual content function, including all content strategy and creation, planning quarterly campaigns, and tracking content performance. Manage 3 freelance contractors and a content marketing agency.
- Recent multimedia campaigns have led to a 44% increase in LinkedIn post impressions.

Staff Writer

FastSpring August 2021 - August 2022

- Lead content creator/producer on multimedia campaigns. One campaign led to an 842% increase in traffic to a key product page.
- Increased newsletter open rate from 17% to 31% and CTR from .79% to .83%.

Freelance B2B Writer and Content Strategist

Misc 2017 - 2021

- Worked with dozens of digital and content marketing agencies, startups, and small businesses in diverse industries like B2B marketing, custom software development, retail, localization, and home services.
- Ghostwrote for two Fortune 500 companies: Adobe and Oracle.
- Often hired as a writer and moved into a consultant/strategist role.
- SEO content frequently held top 1-5 positions on SERPs.

Usability & User Interface Specialist

City of Bloomington May 2007 - Aug 2014

- Managed the City's primary website including content and new feature development.
- Led the scope creation, design of the user interface, and stakeholder review of applications created in-house, including several open-source applications used by other municipal organizations around the country.
- Led the RFP process for outsourced web resources.
- Provided support in the creation, upkeep, marketing and social analytics of the City's online presence, including secondary websites, social media and interactive applications.
- Led ongoing staff support for all in-house designed web applications.

Education

MFA, Nonfiction

Columbia College Chicago (2017)

BA, English

Taylor University (2004)

Skills

- ★★★★★ Deep industry research
- ★★★★★ Multimedia content production
- ★★★★★ Content strategy and planning
- ★★★★★ Data storytelling
- ★★★★★ Contractor management
- ★★★★★ Substantive editing
- ★★★★★ Email marketing
- ★★★★★ SEO research and writing
- ★★★★★ Content performance tracking
- ★★★ SEO audits
- ★★★ Sales enablement deliverables management
- ★★ Proofreading (besides using Grammarly)

Software

Google Analytics | Wordpress | Ahrefs

Figma | Asana | Trello | Salesforce

Riverside | Clearscope | 6Sense | Hotjar

References

Nathan Collier, Director of Content Marketing at PER-SUIT — 937-214-7012

Andrew Nicoletta, Senior Manager of Content Marketing at ServiceTitan — 520-400-5177