👋 919-257-0884 | gmariellc@gmail.com
gmariellc.com | linkedin.com/in/gailmarie1
Based in Lahaina, HI

Gail Marie

Content Marketing Leader
Leading the strategy and teams behind integrated content marketing initiatives that drive results

A hands-on leader who builds high-performing, dedicated teams of full-time and freelance marketing analysts, strategists, and creators. Collaborates with cross-functional teams to develop strategy, deliver content, and track multichannel content marketing results. Recruits, guides, and enhances the skills and career development of direct reports. Read Gail's leadership philosophy.

Professional Experience — Last Decade

CRAZE, General Manager — Remote | New York, NY   January - July 2023

Oversaw the day-to-day operations of the full-service marketing agency.
- Led the development of multi-channel go-to-market strategies for B2B and B2C clients
- Hired and trained full-time staff and freelancers to execute lifecycle marketing deliverables
- Defined the first agency policies, including AI use for writing, video, and design

SPHERE, Head of Content — Remote | San Francisco, CA   May - December 2022

Led the creation of live online course content and content marketing for the Y Combinator startup.
- Over three months after target audience identification and segmentation, grew social media engagement by 10% and exceeded course applicability score target by 4% and consistency scores by 10%
- Over two months and without paid media drove 38% of new users to the website via organic search, organic social, and social referrals; 8% became leads, and 27% of leads converted

ANIMALZ — Remote | New York, NY   January 2019 - April 2022

Developed and scaled a process to efficiently produce high-quality SEO and thought leadership content, meeting the needs of over 200 B2B clients and driving client satisfaction and retention.

Head of Content Quality
- Drove a threefold revenue increase to nearly $12M within two years by enhancing customer retention and amplifying referrals, underpinned by strategic content development that exceeded marketing objectives
- Initiated and developed the agency's first intern program, fulfilling 50% of editorial hiring requirements over two years and significantly reducing recruitment costs
- Built and directed a dynamic team of editors, researchers, and copywriters, ensuring top-tier quality assurance from keyword strategy to proofreading, significantly enhancing content engagement and driving SEO performance.

Lead Editor
- Expanded the editing workflow, enabling the strategic hiring of emerging talent to produce high-quality SEO and thought leadership content, directly fueling client business growth via increased organic site visits and improved average time on page.
- Developed online training resources that enhanced writer proficiency, reducing editorial oversight and increasing efficiency.
- Architected the editorial team structure, career development paths, and performance evaluations aligned with strategic objectives, driving content excellence for Animalz clients.

Content Marketing Editor
- Helped increase organic site visits, time on page, and keyword rankings for clients by transforming the Animalz editing process with dual-stage quality reviews to ensure the highest standards of content excellence.

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- Produced self-monitoring tools for writers, including templates and checklists, to align with editorial standards.
- Introduced personalized mentoring, comprehensive presentations, and continuous progress assessments for writers, fostering professional growth and employee retention.

FREELANCE, Content Marketer — Remote   September 2016 - February 2019

Spearheaded the launch of new brands, crafting brand messaging and content strategies that paved the way from conception to execution and quantifiable reporting.

- Devised and implemented comprehensive brand and marketing strategies, leveraging targeted keyword optimization and dynamic public relations campaigns to boost awareness and generate leads within the first 30 days.
- Collaborated with the founder, establishing The Social Institute from its inception, playing a critical role in its development, which resulted in multi-year contracts with well-known independent schools nationwide, a testament to our compelling value proposition and strategic approach in a self-funded startup environment.
  - Co-authored the mission, vision, and values of The Social Institute, laying the foundational ethos that propelled the company to become a leader in digital citizenship education for independent schools nationwide.
  - Orchestrated and executed all facets of social media and website content strategy for The Social Institute, including exclusive customer content in The Social Locker Room, which resulted in 32% of all sign-ups within six months of launch.
  - Authored influential thought leadership pieces under the guise of the company's leadership, securing placements in prominent magazines and newspapers, which elevated the brand's authority and contributed to media mentions and backlinks

MCKINNEY, Durham, NC   August 2009 - August 2016

While at McKinney, I created two new roles, both of which continued to be filled by others after I left.
Brand Journalist / Digital Marketing Content Manager

- Provided editorial leadership of all digital agency communications, including the agency's website, five social platforms, and the employee intranet
- Co-created a weekly newsletter for other agencies, brands, and marketers in 2016 that garnered thousands of subscribers in the first six months
- Wrote thought leadership for agency leaders

Content Editor

- Led the agency's Effie Award entry-writing process with the CEO and director of Business Development
  - 2012: 13 finalists, five awards, and the Most Effective Independent Agency in the World
  - 2013: 11 finalists and six awards, the most the agency has ever won
- Collaborated with agency leadership to develop content for agency communications and business development
- Maintained an editorial calendar to cover agency news and active pitches
- Prepared final business development and agency communications content for publication

Education

UNIVERSITY OF ST. THOMAS
Master of Arts, English literature

BETHEL UNIVERSITY
Bachelor of Arts, Philosophy