

ALEXA FAIR

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Results-driven Content Marketing Manager with nearly six years of experience driving growth through strategic content, SEO, and digital marketing initiatives. Proven track record of increasing organic search rankings, website traffic, and lead generation. Skilled in content creation, SEO optimization, marketing automation, and cross-functional collaboration.

EXPERIENCE

Content Marketing Manager

July 2022 - Present

AQUILA Commercial | Austin, TX

- Manage and maintain all content as well as the AQUILA website
- Lead content production process from ideation and creation to editing and publishing
- Write copy/content for and copy edit client websites, the AQUILA website, ads, articles, flyers, videos, pitches, RFPs, etc.
- Develop and execute the content, SEO, advertising, and social strategies for AQUILA
- Develop and execute inbound marketing strategies to nurture leads and improve conversions
- Monitor SEO performance and optimize content and website to improve search rankings
- Create, lead, and manage LinkedIn advertising campaigns for clients and AQUILA

Digital Marketing Specialist

Dec. 2021 - July 2022

- Managed and maintained content across articles, case studies, press releases, resources, videos, social media, and website
- Lead content production process from ideation and creation to editing and publishing
- Collaborated with team to develop and implement content, SEO, advertising, and social strategies
- Wrote and edited copy for various marketing channels and assets to engage target audiences
- Monitored SEO data and optimized content and website to improve organic search visibility
- Created and managed LinkedIn advertising campaigns for clients to expand reach and drive leads
- Assisted in planning and executing client events to build relationships and showcase properties

Marketing Coordinator

July 2019 - Dec. 2021

- Published and maintained articles, press releases, resources, videos, and social media content
- Wrote articles, press releases, case studies, and copy for flyers, RFPs, ads, and other collateral
- Developed style guide, guest post guidelines, and social media strategy guides
- Monitored SEO data and made optimizations to improve website's search performance
- Managed social media presence across LinkedIn, Twitter, Instagram, and YouTube
- Created and managed social advertising campaigns for clients on Facebook, Instagram, and LinkedIn

Key Accomplishments:

- Increased first-page Google rankings by 120%, website now ranks on page one for 3,093 keywords
- Grew organic search traffic by 127% and total website traffic by 142% to all-time highs
- Increased learning center article pageviews 142%
- Generated \$28,750 in profit by managing sale of sponsored ads in quarterly reports
- Produced (or updated) 250+ articles, 30+ case studies, and 7 pillar pages

Junior Account Manager

May 2018 - May 2019

Verge Pipe Media | Auburn, AL

- Managed social media for diverse clients using HubSpot, increasing reach and engagement
- Wrote and edited blog posts, ebooks, and other content tailored to client industries
- Authored bi-weekly blog posts relating to higher education marketing

EDUCATION

Auburn University | BSBA in Marketing with a minor in Journalism

Dec. 2018

TECHNICAL SKILLS

AP Style | Hubspot | SEMrush | WordPress | LinkedIn Ads | Monday.com | Canva | Google Analytics (GA4)