

COURTNEY JAMES

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Strategic content marketing professional with 7+ years of experience driving engagement, pipeline growth, and ROI. Expert in SEO, AI-driven content tools, marketing automation, and webinar platforms. Proven ability to build and scale content marketing programs, optimize marketing workflows, and deliver impactful campaigns across channels.

CAREER EXPERIENCE

Content Marketing Manager

May 2024 - January 2025

Transect | Austin, TX (Remote)

- Conducted a full content audit, identifying key gaps and opportunities that boosted organic search performance, resulting in a 15% increase in website traffic.
- Leveraged ChatGPT to streamline content workflows and reduce production time.
 - Developed a custom AI model tailored to brand voice, customer personas, and pain points to deliver scalable, high-quality content.
 - Created a library of 25+ advanced AI prompts, boosting production speed and enabling consistent delivery across multiple channels.
- Produced 30+ net new assets over 9 months, driving \$20K in pipeline growth and boosting visibility through syndicated efforts.
- Led comprehensive SEO audit, resulting in increased organic traffic by optimizing high-traffic pages, refining meta tags and titles, and resolving critical linking errors.
- Transformed LinkedIn strategy, driving a 33% growth in followers over 9 months, while successfully launching and growing a monthly newsletter to 513 subscribers in 90 days.
- Rebuilt webinar program, increasing average attendance 200% over 6 months.
 - Streamlined workflows across teams, accelerating post-event follow-up and increasing demo completions by 15% and driving \$35K in upsell revenue.
- Managed the ideation, execution, and distribution of high-impact content: blogs, ebooks, case studies, product collateral, email campaigns, and speaking submissions.
- Created a dedicated dashboard in HubSpot for performance tracking and reporting.

Content Marketing Manager

December 2022 - Present

Login VSI | Boston, MA (Remote)

(Full-time until May 2024, then transitioned to contractor)

- Led content strategy and execution, developing key content pillars and managing a monthly content and field event calendar.

- Collaborated with contractors and subject matter experts to produce high-impact, technical thought leadership content that resonated with target audiences.
- Produced 80+ content pieces and 500+ social posts in 14 months, achieving 100K organic impressions and doubling branded traffic.
- Optimized technical content accuracy and relevance by leveraging ChatGPT, aligning with niche audience pain points, and streamlining workflows.
 - Reduced SME workload by over 50% and accelerated production time by 500%, improving overall content efficiency.
- Contributed to over 1,000 webinar views, with webinar efforts driving 11% of the marketing-sourced pipeline.
- Launched and grew branded podcast series, achieving over 500 downloads within three months of launch.
- Created SEO-optimized content, including blogs, whitepapers, case studies, and landing pages, to drive engagement and lead generation.
- Automated content distribution using HubSpot, achieving a 30% average email open rate and streamlining social media scheduling.
- Spearheaded field marketing events across the US and Europe, driving engagement with crowds of 30K+ and facilitating pre-event meetings that contributed to measurable sales success.
- Collaborated with product and design teams to create visually compelling sales enablement and marketing materials.

Content Marketing Manager

August 2021 - November 2022

OpenEnvoy Inc. | Las Vegas, NV (Remote)

- Maintained an editorial calendar and executed multi-channel content distribution, including email marketing, social media, and partnerships.
- Achieved 315% blog content growth, 125% increase in gated resources, and 130% rise in monthly blog traffic in under a year.
- Developed and launched the "CFO Report" Q&A series, driving organic engagement by directly connecting with the target audience.
 - This segment became the top-performing monthly blog article, with the highest engagement on LinkedIn.
- Elevated industry recognition, leading the organization to win the Spend Matters 2022 Future 5 Provider award.
- Led partnerships with industry platforms (e.g., PYMNTS, PRNewswire, Gartner), boosting company visibility.
- Automated social media campaigns using HubSpot, resulting in a 5,470% increase in LinkedIn impressions and a 4,743% engagement growth.
- Used A/B testing and for subject lines and CTAs to maintain a 35% email open rate.
- Monitored and reported KPIs such as CAC, MQLs, web traffic, and growth to inform strategy.

Marketing Content Specialist

Liberty HealthShare | Canton, OH

September 2019 - July 2021

- Managed and optimized all content assets, including newsletters, email campaigns, and social media, increasing organic impressions by 25%.
- Developed a monthly newsletter reaching over 200K subscribers and enhanced web traffic by 30% through strategic keyword use.
- Coordinated communications during COVID-19, delivering timely and impactful messaging.
- Grew a member-exclusive Facebook group by 400 members in 35 days through targeted email campaigns.
- Led digital campaigns for new product launches, including a national telehealth program launched within 30 days.
- Directed internal DEI initiatives as a committee leader, fostering a culture of inclusion.

EDUCATION

MBA, Marketing Specialization
Walsh University | 2020

Bachelor of Business Administration
Kent State University | 2018

SKILLS

- Content strategy and execution
- SEO optimization and keyword research
- Social media management and analytics
- Marketing automation (HubSpot, Mailchimp)
- Webinar platform (Zoom Webinar, BrightTalk, GoToWebinar)
- AI content tools (ChatGPT, Claude, Gemini)
- Email campaigns and nurture programs
- Cross-functional team collaboration
- Performance tracking and reporting