



BRANDI GRATIS

CONTENT MARKETING
MANAGER

WWW.BRANDIGRATIS.COM

 /in/brandigratis

PROFILE

I CREATE QUALITY CONTENT TO HELP USERS FIND, USE, AND FALL IN LOVE WITH BRANDS.

EXPERIENCE

CONTENT MARKETING MANAGER

NULAB | AUG 2016 - PRESENT

Creating high-quality, engaging content for Nulab's millions of online users across websites, blogs, guides, emails, ad campaigns, and more to promote their three collaborative app products—Backlog, Cacao, and Typetalk

REPUTATION SPECIALIST

BRANDYOURSELF | AUG 2015 - AUG 2016

Developing and delivering targeted personal branding and SEO campaigns for 20 - 25 high-profile accounts

WRITING/CONTENT DEVELOPMENT

BRANDYOURSELF | JUN 2015 - AUG 2015

Researching and producing unique digital content for a wide range of client interests and professional industries

FREELANCE COPYWRITER

VIMBLY | JAN 2015 - MAR 2015

Producing/editing website content, blogs, and email marketing campaigns to promote activities

RECRUITER

VARIOUS | JAN 2011 - DEC 2014

Developing and implementing compelling employment brand messaging and processes to recruit high-quality talent for various internal and external positions

EDUCATION

BACHELOR OF ARTS, PHILOSOPHY + ART

UNIVERSITY OF CALIFORNIA, SANTA CRUZ | 2006 - 2010

DEAN'S HONORS LIST

SKILLS

- Content Strategy
- Content Creation
- Blogging
- Copywriting
- UX Writing
- Wordpress, basic HTML/CSS
- Google Analytics
- Sprout Social, Hootsuite
- Mailchimp
- Canva