

Robert Gibb IV

4 years of experience developing content strategies, creating content, managing content creators, and using content to drive growth

Experience

[StackPath](#) | July 2016 to present | Content Marketer

- Responsible for part of \$100K/month marketing budget for content
- Manage remote team of 8 content creators, editors and promoters
- Work with designer and developer to produce memorable experiences online

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[MaxCDN](#) | October 2014 to July 2016 | Content Marketer **(Acquired by StackPath)**

- Made blog readers 2.5 times more likely to become a lead or sale
- Created viral post that led to 10K daily readers and 20+ same-day sales
- Created and promoted content that was 1st point of contact for \$3K+/month clients

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[Webimax](#) | April 2013 to October 2014 | Senior Content Writer

- Created blog posts, white papers, infographics, press releases, and media pitches
- Performed SEO and content audits for largest clients
- Managed content promotion campaigns on Outbrain and nRelate for 200+ clients

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[Upwork](#) | December 2011 to April 2013 | Copywriter

- Completed 68 projects with 97% overall success score
- Received 5 star rating for 67 projects

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Skills and Tools

Adobe Photoshop * Adobe Illustrator * AdWords * Atlassian Suite * Buzzsumo * Digital Ocean * Hotjar * HTML * HubSpot * Intercom * MixPanel * Moz * SEO * Twitter Ads * Webmaster Tools * WordPress

Education

University of Pittsburgh, Creative Writing, B.A., 2011