



ROBERT GIBB IV

Content Scaler

http://robertgibb.me

412-480-4952

gibbiv@gmail.com

Summary

4 years of experience developing minimum viable content initiatives, creating and promoting content, documenting content creation processes, managing content creators, and using content to drive growth

Skills

Content Strategy



Content Writing



Email Outreach



Link Building



Open Source



SEO



Tools

- Atlassian Suite
- Buzzsumo
- Github
- Google Analytics
- Google Apps
- HubSpot
- Moz
- Voila Norbert
- WordPress

Experience

June '16 - Present

Content Marketer
StackPath

- Managed remote team of 8 content creators, link builders and editors
- Created case studies included in RFPs for Fortune 100 companies
- Helped sales exceed \$50K new signup goal with lead gen content
- Worked with in-house designer & developer to launch company blog
- Received 50% email response rate from influencers when promoting new content

[Learn more](#)

October '14 - July '16

Content Marketer
MaxCDN (Acquired by StackPath)

- Made blog readers 2.5 times more likely to become a lead or sale
- Created article that led to 10K daily readers and 20+ same-day sales
- Started newsletter and grew to 11,000 opt-in subscribers
- Created content that was linked to by Google's developer team
- Created content that started a relationship with Yahoo's cloud team

[Learn more](#)

April '13 - October '14

Senior Content Writer
Webimax

- Created blog posts, white papers, infographics, and press releases
- Performed SEO and content audits for agency's largest clients
- Interviewed and hired new members of content development team
- Managed content promotion campaigns on Outbrain and nRelate for 200+ clients

[Learn more](#)

December '11 - April '14

Copywriter
Upwork

- Completed 68 projects with a 97% overall success score
- Received a 5 star rating for 67 projects
- Performed website treatment that grew organic traffic by 31% and doubled conversions in two months

[Learn more](#)

Testimonials

"Rob's skills don't stop at the creation of the content; he's also skilled at the distribution aspect of content marketing. He's adaptable, a quick learner, and I would hire him again in a heartbeat."

Kris Kayyal, Growth Hacker at MaxCDN

"Robert was, by far, my favorite content writer on our team. I always found his writing immensely creative and marveled over his talent for finding unique ways to spin even the most boring topic."

Marilyn Moran, PM at Webimax

"Rob helped us produce excellent content and internal documentation for our content mgmt processes that will provide value to us for a long time to come."

Scott Valdez, Client on Upwork

Education

2007 - 2011

B.A.
University of Pittsburgh

- Creative Writing (Major)
- Civil Engineering (Minor)