



ROBERT GIBB IV

I help grow businesses

📍 Pittsburgh, PA

☎ 412-608-8287

✉ rob@robertgibb.me

🌐 robertgibb.me

Summary

I'm a content marketer with 5 years of experience. I helped the startup MaxCDN get acquired by creating content that was seen and shared by hundreds of thousands of people.

Skills

Content Strategy



Content Promotion



Content Management



Content Writing



SEO



Link Building



Tools

- Atlassian Suite
- Buzzsumo
- Github
- Google Analytics
- Google Apps
- HubSpot
- Linux
- Mailchimp
- Microsoft Office
- MixPanel
- Moz
- WordPress

Experience

Nov '16 - Present

Content Marketer

Contract

- Helped [Hubstaff](#) increase blog traffic from 40K to 70K
- Helped [StackShare](#) publish stories that got **20K+ views** after publish

July '16 - Nov '16

Content Marketer

StackPath

- Managed remote team of 8 content creators 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

[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](#)

Dec '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 part of content marketing. He's adaptable, a quick learner, and I would hire him again in a heartbeat."

Growth Hacker @MaxCDN

"Rob knew what our audience wanted to read and didn't pander to them. When he would tell me about a blog post idea I was eager to help because I knew it would be on page #1 of Hacker News."

Director of Developer Relations @StackPath

Education

2007 - 2011

B.A.

University of Pittsburgh

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