



ROBERT GIBB IV

I help grow businesses

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🌐 robertgibb.me/my-portfolio/

Summary

I'm a **marketer and writer** with 5 years of experience managing digital marketing projects and creating content to drive growth. I helped the startup MaxCDN get acquired and am currently looking for a new company to help grow.

Skills

Content Strategy



Content Creation



Lead Generation



Outsourcing



Paid Acquisition



SEO



Tools

- Atlassian
- Github
- Google Analytics
- Google Apps
- HTML & CSS
- HubSpot
- iMovie & Keynote
- Linux
- MailChimp
- Microsoft Office
- MixPanel
- WordPress

Experience

Nov '16 - Present

Consultant

- Took blog traffic from 40K to 70K in two months for SaaS startup
- Published posts that got 20K+ views for tool comparison site

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)