



ROBERT GIBB IV

I write and grow startups

📍 Pittsburgh, PA | Relocate: Y

📞 412-608-8287

✉ gibbiv@gmail.com

🌐 robertgibb.me/my-portfolio/

Skills

Content Strategy



Identify information gaps and creative ways to fill them

Content Scaling



Create processes, templates, and teams for content creation

Copywriting



Make complex topics accessible

SEO



Optimize content for organic reach

Growth Marketing



Create growth ideas, implement tactics, measure success, repeat

Tools

- Adobe Creative Suite
- Google Apps & MS Office
- Google Analytics & MixPanel
- HTML & CSS
- HubSpot & Salesforce
- WordPress

Writing

[How Domain Sharding Works](#) (Article)

[SSL Performance Myth](#) (Blog Post)

[Making WP Hack-Proof](#) (Guest Post)

[Origin Shield Product Sheet](#) (PDF)

[Hotjar's Rapid CDN Switch](#) (Case Study)

About

Since 2011 I've written for hundreds of businesses and helped grow a handful of startups, most recently as a digital nomad. Now I'm stateside and want to grow something special full time. Who I work with -- and what I work toward -- is very important to me. Currently I'm interviewing with startups countrywide while chipping away at my first screenplay.

Experience

Nov '16 - Present

Freelance Marketer

- Leading marketing for e-commerce cryptocurrency startup
- Grew 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 Los Angeles, CA

- Created case studies included in RFPs for Fortune 100 companies
- Created comparison and product sheets for sales enablement
- Worked with CISSP on white paper for lead gen campaign
- Worked with web security experts to create blog content

Oct '14 - July '16

Content Marketer @ MaxCDN (Acquired by StackPath) Los Angeles, CA

- Managed remote team of 8 writers, editors, and designers
- 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
- Grew [SEO project](#) from 0 to 10K+ monthly users in three months

April '13 - Oct '14

Content Writer @ Webimax Philadelphia, PA

- 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 for ~100 clients

Dec '11 - April '13

Freelance Copywriter @ Upwork

- Completed 68 projects with a 97% overall success score
- Received a 5 star rating for 67 projects
- Worked w/ developer to launch Shopify store

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."

Kris Kayyal | Growth Marketing @ MaxCDN

"Rob knew what our audience wanted 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."

Justin Dorfman | Developer Relations @ StackPath

Education

2007 - 2011

B.A. University of Pittsburgh

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