

Sarah Close

Dallas / Ft. Worth • +1 817-372-2501 • sarahcclose@gmail.com • [linkedin.com/in/sarahcclose](https://www.linkedin.com/in/sarahcclose) • www.sarahcclose.com

Sr. Content Marketing Manager

I'm a highly sought-after content marketer with a player-coach mindset, expertly blending leadership and content strategy with hands-on technical expertise in writing, web, design, AI, SEO, video, and interactive content creation. My superpower is efficiently transforming complex ideas into compelling, data-driven stories that produce results.

WORK EXPERIENCE

Databook • Full-time • 01/2022 - Present

A leading global provider of enterprise B2B sales software designed to promote strategic relationship management and close higher-value deals.

Sr. Content Marketing Manager (Contract)

- Crafted clear, actionable narratives that elevated user understanding of a new category to ~90%, increased corporate brand familiarity by 20%, and increased our community brand awareness by 30%.
- Led multi-platform, data-driven, and cross-functional content marketing initiatives, from research and blogs to social, videos and webinars, that increased community membership 4x in 4 months, with demand gen outreach regularly earning over 20% open rates and 5% CTR.
- Developed a community content hub in 6 weeks featuring multiple user journeys that saved the team 100 build hours and \$80,000 in agency fees, while achieving a 40% average month-over-month user increase.
- Applied numerous AI tools to boost efficiency in research analysis, SEO plans, video creation, posts for social media platforms, messaging outlines, persona building, and more.
- Used various SEO tools to uprank on search engines and achieve over 60% growth in organic search in just 6 months.

Full Cycle Creative • Full-time • 01/2000 - Present

An independent marketing consultancy successfully executing comprehensive content strategies through long-term engagements with dozens of high-tech companies across many industries. Expert at turning technical concepts into compelling content. Clients included: SumTotal Systems, ShoreTel, Taleo, Talend, Movable Media, Jobvite, Innotas, Tendo, nGINX, Trax, RiseSmart, Intuit, Strattam Capital, G3 Medical, SSB, Vipre, Talix, Udemy Business, PrimeGov, and more.

Founder, Content Marketing Consultant

- Web Content & Website Overhauls: Elevated brand presence through SEO-optimized web copy and information architecture, along with transformative website redesigns, significantly boosting search engine visibility, inbound leads, and user experience.
- Customer Success Stories & Case Studies: Interviewed internal and external stakeholders to craft compelling narratives showcasing client results, bolstering brand credibility, and attracting new business inquiries through real-world impact demonstrations.
- Demand Gen Campaigns: Developed persuasive email content and informative newsletters to elevate both open and click-through rates, strengthening customer relationships while accelerating lead capture.
- Long-form Content & Executive Thought Leadership: Leveraged C-suite rapport to create insightful articles, ebooks and white papers that improved industry credibility and visibility.

- Design and Production: Delivered visually engaging layouts and interactive content that enhanced readability and audience engagement.

The TDA Group • 01/1998 - 12/2000

Former integrated content marketing agency serving high-profile tech clients.

Managing Writer

- Managed and developed content for multiple high-profile accounts.
- Served as Managing Editor for print magazines for IBM and Indus, while contributing to others for Adobe and Dell
- Creative-directed small teams of content creators, leading award-winning projects during the dot-com boom.

EDUCATION

Stanford University

B.A., Women's Studies

CERTIFICATIONS

Strategic Marketing Communications

UC Santa Cruz

Responsive Web Design

freeCodeCamp

SKILLS

Adobe InDesign, Adobe Photoshop, Analysis, Artificial Intelligence, Asana Software, Brand Awareness, Brand Marketing, Business To Business Service, Cascading Style Sheet, Content Marketing, Copywriting, Creativity, Cross-Platform Software, Customer Success, Editorial Calendars, Graphic Design, Hypertext Markup Language, Jobvite, Learning Management System, Management, Marketing Automation Software, Marketing Campaigns, Marketing Planning, Market Research, Numerical Analysis, Organic Search Marketing, Project Management Software, Proven Ability, Public Relations Management, SEMrush, Supplier Management, Thought Leadership, Web Design, Web Development, WordPress