



## PERSONAL INFO



Queens, NY



rconsorte22@gmail.com



reneeconsorte.com

## EDUCATION

### SUNY New Paltz

August 2014 - August 2018

- B.A. in Communications
- Completed rigorous curriculum of classes on argumentation, project management, and web content creation

## HARD SKILLS

- HubSpot CRM and CMS
- WordPress
- SEMrush
- Canva
- HTML and CSS3
- Figma
- ClickUp

## CERTIFICATIONS

- HubSpot Super Admin Bootcamp
- HubSpot Marketing Software
- HubSpot Reporting
- HubSpot Inbound Marketing

# RENEE CONSORTE

## CONTENT STRATEGIST

### PROFESSIONAL SUMMARY

Skilled, detail-oriented content strategist, copywriter, and HubSpot Admin with a proven track record of growing brands through data driven digital content marketing strategies and CRM management.

### EMPLOYMENT SUMMARY

#### Mind & Metrics

**Content Strategist** | September 2022 - May 2024

- Led copywriting strategy across multiple channels including blogs, social media posts, and emails.
- Worked with a small team to launch two new brands at a fast-paced digital agency. Developed brand voice, tone, and identity. Brand launch campaign generated over 30,000 new leads in three days.
- Developed a blogging strategy that boosted YoY organic search website traffic for B2B client by 94%.
- Implemented UX design using HubSpot CMS.
- Built and managed contact segmentation strategies for targeted marketing campaigns.
- Built automation workflows for email marketing campaigns, sales outreach, and CRM data management.
- Managed content calendar across Facebook, Instagram, X (Twitter), and TikTok for multiple brands. Generated 15,000+ social media impressions for one new brand over a four month period.

**Copywriter** | October 2021 - August 2022

- Ideated and created copy for websites, social media posts, blog posts, eBooks, product brochures, and targeted email marketing campaigns for multiple clients.
- Used SEMrush and Answer the Public to perform keyword research, and achieved the top SERP result for target keywords.

#### Self-employed

**Freelance Writer** | February 2021 - October 2021

- Published five blog posts on Medium which have garnered 2,000+ views combined
- Conducted thorough research on complex topics such as neuroscience and psychology