

LAUREN WALLACE

STRATEGIST
& STORYTELLER

NICE TO MEET YA

I'm a content powerhouse. Strategist. Idea factory. Word nerd. And a highly effective storyteller. I weave narratives for all kinds of businesses — including one of the world's largest tech companies. Maybe I'll be working on your team next.

SKILLS & TOOLS

SEO: Google Analytics, Semrush, Ahrefs, Brightedge

CMS: WordPress, HubSpot, Drupal, Webflow

Content Operations: Kapost, Optimizely, Asana, Airtable, Notion, Monday

Performance Measurement: Google Analytics, Salesforce Analytics Dashboard, SimilarWeb, Hotjar

AI for Content: Writer.AI, GPT-4, Claude

INTERVIEW ME!

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Portfolio: www.laurenwallace.work

Location: San Diego, CA

EXPERIENCE & RESULTS

Sr. Manager, Editorial Content

Salesforce Commerce Cloud

- Implemented a multi-channel, hub-and-spoke content strategy that fueled \$12 million in revenue from a single research report
- Created account-based content strategies for specific target customers and increased accounts reached by 40%
- Increased organic traffic 41% YoY and grew awareness with content that addressed specific customer pain points
- Grew newsletter subscribers by 64% YoY and maintained an average open rate of 25%
- Wrote and edited over 20 gated guides, resulting in 150k yearly views, over 8k responses, and quality lead capture
- Collaborated with cross-functional teams (product marketing, campaigns, SEO, web, and creative) to ensure successful editorial content reach and engagement
- Interviewed partners and customers for highlights in content marketing assets and leveraged their networks for maximum distribution
- Managed projects with outside agencies, from brief creation to budget scope and feedback to ensure quality

Senior Content Producer

Verimatrix

- Strategically managed the company blog and content calendar, growing readership by at least 1,000 views month over month.
- Created content for multi-channel B2B campaigns that consistently resulted in sales qualified leads from ideal customers.
- Turned highly technical ideas into clear, impactful messaging for web copy, product marketing materials, and ads.
- Collaborated with product managers and designers to ideate and write content for whitepapers, case studies, and webinars.

Senior Copywriter

Wonderist Agency

- Created fresh, engaging digital marketing content for more than 100 clients across multiple channels including website, blog, and print collateral.
- Consistently wrote copy that earned featured snippets on Google and saw time on page up to three times the industry average.
- Performed A/B testing and analyzed data to create and improve content strategies.