

NAOMI PARTON

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PROFESSIONAL EXPERIENCE

Beacon Capital Management

Sr. Marketing and Content Strategist – February 2022-present

- Develop content strategy: implement best practices, research competition, execute tactical website updates, and—within the first year—have grown:
 - Organic traffic by 5x
 - Organic keywords ranking on page 1 by 3x
 - Domain authority by 60%
- Write, edit, and publish content across all marketing channels, including web, email, social media, and YouTube
- Continual monitoring of content, using insights to inform future marketing plans and provide intelligence for the overall strategy
- Direct day-to-day management of three freelance content creators

Ramsey Solutions

Sr. Content Marketer – February 2016-February 2022

- Created front-facing marketing collateral including: landing pages, podcast talking points, advertising, email, newsletters, articles, and social media posts
- Owned content backlog for *The Rachel Cruze Show*: defined requirements, created timelines, and wrote acceptance criteria for written, video, and podcast content
- Pitched campaigns, wrote clear messaging, and managed feedback from stakeholders
- Ghostwriter on two New York Times Best-Selling books
- Guided and guarded cohesive brand stories at all customer touchpoints
- Selected to develop and write content for high-priority digital product launches
- Earned promotion from copywriter to content marketer by consistently driving sales through content and being among the first in the company to learn SEO

Country Music Television

Associate Producer – October 2010-June 2015

- Wrote and managed scripts and blog content for *Hot 20 Countdown*
- Conducted off-camera interviews with artists and talent
- Produced integrated marketing segments for national sponsors including Disney, Lowe's, TGI Friday's, and more

Nashville Family Photos

Owner – May 2006-present

- Maintain website content for full-service photography company, consistently ranking on page 1 of Google with a perfect 5-star rating on Google Reviews
- Manage all aspects of communication, marketing, and production

CERTIFICATIONS & SKILLS

Google Analytics, Google Search Console, Google Trends, Ahrefs, JIRA, MailChimp, Basecamp, Adobe, writing/editing, project management, social media, digital marketing, copywriting, SEO, content strategy

EDUCATION

Columbia College Chicago | Bachelor of Arts, Film & Video | January 2010 | Cum Laude