

Veronica Fiscus

Content Marketing | SEO Specialist | UX Writer
Minnesota, US

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Professional summary

Content Marketing Manager with 9+ years of experience in driving brand growth through strategic content marketing and personalization. Expert in aligning content strategy with sales and product teams, boosting marketing-sourced pipelines, and enhancing audience engagement through advanced AI tools. Skilled in SEO, UX writing, and data analysis, with a passion for mentoring teams to exceed KPIs and optimize content workflows for measurable improvements.

Employment history

TSIA | Director of Content Marketing | Remote

Feb 2025 - Present

- Unified content with SEO, social, email, and paid marketing
- Used data insights to shape campaigns and influence leadership
- Implemented Agile practices to enhance team speed and market responsiveness
- Used audience insights to refine long-form content strategies and **raise organic CTR by 30%**
- Led full-funnel email nurture strategy to **increase email CTR by 24%**
- **Boosted conversions by 34%** through improved UX web copy efforts
- **Generated a 17% increase in qualified leads** by developing high-performing lead magnets
- **Grew marketing-sourced pipeline by 36%** through brand-aligned strategy
- Built B2B demand-gen strategy using eBooks, blogs, webinars, and paid ads
- **Increased AI platform traffic by 1,841%** over 12 months
- Supported lead scoring initiatives, **improving sales pipeline quality by 23%**
- Drove inbound lead generation by creating high-value content and executing targeted campaigns

TSIA | Senior Content Marketing Manager | Remote

Jan 2024 - Feb 2025

- Leveraged AI to **improve content efficiency by 27%**
- **Drove a 300% increase** in organic traffic over 12 months
- **Elevated search rankings by 54%** through SEO and keyword strategies
- **Managed end-to-end content lifecycle**, from ideation and strategy to creation, distribution, and performance analysis
- **Doubled non-branded keyword impressions** from 1.2 to 2.5 million
- Increased brand impact, resulting in a **26% MoM increase in social media mentions**
- Mentored and developed a team of a senior copywriter, a social media manager, and a content manager
- Improved UI, design collaboration, and UX copy processes to enhance consistency, usability, and team efficiency

Liquid Web | Content Manager | Remote

Oct 2022 - Dec 2023

- Coached a team of editors and technical writers to **increase content output by 30%**
- Improved SEO rankings through audits and link-building

- Led social media campaigns to **increase social media engagement by 26%**
- Collaborated with sales to enhance brand awareness via digital events
- **Enhanced delivery timelines 64%** by streamlining content workflows
- Collaborated across departments to launch targeted campaigns that boosted brand visibility and engagement
- Collaborated with SEO specialists and writing agencies to align content with search strategy and brand voice
- Used analytics tools like GA4 and Crazyegg to track content performance and make data-driven improvements

Pivotal Advisors | Marketing Coordinator “Manager” | Hybrid

Jun 2019 - Oct 2022

- **Increased B2B growth by 20%** through multi-channel marketing strategies
- Spearheaded website UX redesign
- Coordinated monthly in-person and virtual events
- Managed vendor relationships and event budget
- **Enhanced web visibility by 300%** through Crafted SEO Content
- Expanded social media reach, **increasing LinkedIn followers by 60%**
- Created all digital assets, **increasing YouTube views by 180%**
- Collaborated on campaigns to achieve measurable marketing results
- Analyzed trends and KPIs to guide marketing strategy
- Spearheaded integrated marketing campaigns, achieving substantial improvements in lead generation and enhancing brand visibility
- Directed strategic marketing initiatives that enhanced lead generation and improved brand visibility
- Conducted thorough market research and competitive analysis

Self-employed | Marketing Consultant | Remote

Sep 2016 - Jan 2021

- Generated content strategies for SaaS and ecommerce clients to increase leads and engagement
- Crafted social media and email content to enhance customer interaction and conversion rates
- Secured high-visibility PR and media placements through targeted content outreach
- Partnered with clients to craft tailored marketing strategies and product descriptions, resulting in measurable growth in brand visibility and engagement

Education

University of Minnesota - Duluth | B.A. Writing Studies, Minor: English

2016

Emphasis: Professional Writing

Supporting: Journalism

Courses

Various | SEO Certification

Google | Google Ads Certification

Various | Generative AI Certification

UX Writing Hub | UX Writing Certification

Skills

Content Strategy	SEO	Brand Management
Digital Marketing	Data Analysis	AI/LLM Implementation
Technical Writing	UX Writing	Generative Engine Optimization (GEO)
Team Leadership	Change Management	Performance Tracking
Content Personalization	Social Media	Answer Engine Optimization (AEO)
Copywriting	A/B Testing	AI Optimization (AIO)
Project Management	Content Marketing	Creative Direction
Brand Strategy	Content Auditing	Metrics Analysis
Email Marketing	User Experience	Brand Positioning
Market Research	Brand Development	Content Distribution
Analytics Reporting	Content Optimization	Content Development
Audience Segmentation	Creative Writing	Market Trends
Brand Storytelling	Strategic Planning	Audience Engagement
Campaign Management	Performance Metrics	Performance Analysis
B2B Content	B2C Content	

Links

veronicafiscus.com | [LinkedIn profile](#)

Additional information

Tools Proficiency

Figma • Photoshop • Premiere Pro • Google Suite • Notion • Asana • ClickUp • Monday.com • Hootsuite • Sprout Social • HubSpot • SEMrush • Ahrefs • Google Analytics • Slack • Microsoft Teams • Eventbrite • Zoom • Constant Contact • Mailchimp • WordPress • Webflow • Canva • ChatGPT • Crazyegg • Asana • ScreamingFrog

Personal Interests

Part-time Author • Event Planner • Extroverted • Corgi Owner • Fitness Try-hard