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ALANA KENNAMER

Content Manager

PROFESSIONAL SUMMARY

Content Manager with over four years of experience in developing SEO-driven content strategies that significantly enhance website traffic and brand visibility. Proficient in HubSpot, Adobe Creative Cloud, and Microsoft Office, with a proven track record in managing over 500 blog articles and coordinating with design teams to ensure consistent messaging. Passionate about fostering a collaborative environment that encourages innovative ideas and drives audience engagement.

EMPLOYMENT HISTORY

CONTENT MANAGER

EW Motion Therapy

Jun 2021 - Present

Birmingham, AL

- ◆ Develop and maintain SEO-driven content strategy, boosting website traffic and visibility.
- ◆ Manage and publish over 500 blog articles, enhancing brand presence and engagement.
- ◆ Coordinated with design teams to create compelling marketing materials, aligning messaging across platforms and improving brand consistency.
- ◆ Managed and optimized copy for website pages and email campaigns, ensuring clarity and compliance with brand guidelines, resulting in improved customer response rates.

CONTENT SERVICES ASSOCIATE (INTERNSHIP)

Corporate Visions, Inc. (CVI)

Jun 2020 - Jul 2020

Remote

- ◆ Applied business writing techniques, contributing to effective content asset development.
- ◆ Assisted in crafting compelling messaging documents, enabling effective communication strategies that enhanced team alignment and project clarity.
- ◆ Produced high-quality content drafts that streamlined the sales process, contributing to improved engagement with potential clients.

COPY EDITOR

Campus Carrier (Berry College Newspaper)

Aug 2018 - May 2021

Rome, GA

- ◆ Edited and proofread articles to ensure clarity and accuracy, enhancing overall publication quality and reader engagement.
- ◆ Implemented a new content management system, streamlining the editing process and reducing turnaround times for publication.
- ◆ Maintained consistent style guidelines across all articles, ensuring a polished and professional presentation for the newspaper.
- ◆ Conducted thorough fact-checking processes, ensuring publication integrity and fostering trust among the readership.

EDUCATION

**BA COMMUNICATION, DIGITAL STORYTELLING CONCENTRATION,
PSYCHOLOGY MINOR**

Berry College

Aug 2017 - May 2021

Rome, GA

Graduated Magna Cum Laude with Honors. Psychology minor.

SKILLS

Content creation (*Expert*), SEO (*Experienced*), Editing (*Expert*), Microsoft Office (*Expert*), HubSpot (*Expert*), Adobe Creative Cloud (*Skillful*), SEMRush (*Skillful*), Project management (*Experienced*), Audience research (*Experienced*), Content marketing (*Experienced*), Brand development (*Experienced*).

LINKS

LinkedIn: [linkedin.com](https://www.linkedin.com/in/alana-mck728).

REFERENCES

Evan O'Donnell, Corporate Visions, Inc. (eodonnell@corporatevisions.com).