

# NIKKI LLOYD

• DIGITAL MARKETING & CONTENT STRATEGY •

## ABOUT ME

With over 15 years of diverse experience in content strategy and marketing across a wide array of industries, I excel in leading dynamic initiatives that drive brand awareness, engagement, and revenue growth. I'm adept at blending creativity with data-driven insights to achieve exceptional results. I'd love to leverage my energy and expertise to contribute to your team's success!

## [VIEW PORTFOLIO](#)

## EXPERIENCE

### **Sr. Director, Content Strategy**

Sago (formerly Schlesinger Group) • 2022-2024

- Spearheaded large-scale content strategy projects, marketing campaigns, and in-person events to drive brand consistency for a well-established market research company that was undergoing a major rebrand.
- Established and monitored KPIs for customer journey touchpoints, resulting in data-driven improvements.
- Produced and promoted webinars, achieving a 35% increase in registration rates and a 25% boost in attendance rates.
- Helped implement and manage an updated martech stack to grow at scale and improve KPIs.
- Managed and created customer-facing content across owned sites, email, and social media platforms. This content was effective in driving engagement, increasing brand awareness by 12% YoY and generating leads.
- Collaborated with stakeholders and SMEs to develop content (blogs, whitepapers, eBooks) based on industry trends, customer insights, competitor analysis, and keyword research.

### **Account Director**

Haddad & Partners (now PureRed) • 2019-2022

- Managed enterprise client accounts (Microsoft, Ford, ShareBuilder 401k) for a creative digital agency.
- Oversaw large-scale lead gen and direct marketing campaigns for native, social and display platforms; managed email marketing/nurture campaigns, video content, case studies, and website launches and re-designs.
- Maintained and grew client relationships to bring in new business and drive revenue.
- Led day-to-day management of client deliverables, fostering collaboration across departments.
- Ensured design, copy and development teams stayed on task and that our work always exceeded clients' expectations and outperformed targeted KPIs.
- Developed and edited copy for social media ads, case studies, blog posts, eBooks and whitepapers.
- Built SOWs to outline deliverables and ensure project goals were met on deadline and to scope.

## Director, Content Marketing

leftrightlabel • 2016-2019

- Oversaw large-scale editorial and paid media programs for a content marketing and native ad agency.
- Managed accounts for CBS Local, CBS Sports and Entercom Communications.
- Nurtured and managed client accounts and relationships to grow business.
- Responsible for editorial calendars, content ideation, copy editing and invoicing.

## Sr. Content Marketing Manager

Examiner.com | AXS • 2012-2016 (AXS acquired Examiner.com in 2014)

- Helped devise and implement Examiner.com's custom content marketing department, OnTopic, which created on-demand, location-driven content (written copy, visual media and video) for large media brands, including CBS Sports, CBS Local, Time Warner Cable, Comcast, Care.com, AXS, Ogilvy and others.
- Oversaw all aspects of the content lifecycle, from managing 150+ writers and outlining editorial & marketing initiatives to delivering over 1,000 pieces of content per month to clients.
- Created editorial calendars and oversaw all content programs and marketing campaigns.
- Identified KPIs, implemented social media strategies & tracked and analyzed media outreach.

## Content Manager

Examiner.com • 2010-2011

- Oversaw hundreds of freelance writers in 240 markets who published localized content on topics ranging from fitness & health and food & drink to news & politics.
- Provided editorial oversight, deployed internal newsletters and gave journalistic direction and feedback to contributors while managing a staff of 5 internal employees.
- Edited and optimized content for the website.
- Packaged and coded HTML content to create editorial landing pages.

## Recruitment Manager

Examiner.com • 2009-2010

- Vetted hundreds of writer applications on a weekly basis.
- Recruited and onboarded thousands of writers; oversaw their development from applicant to contributor status.
- Optimized content for SEO and UX/UI.
- Worked with content contributors to help them develop best practices for online writing.

## EDUCATION

2003-2007 • Colorado State University  
B.A. Journalism & Media Communications

## SKILLS

Content Strategy • Project Management • B2B & B2C Marketing • Lead Generation  
Project Lifecycle Management • Marketing Campaign Development • Webinars  
Content Creation • Copyediting • Event Marketing • SEO • KPI Monitoring & Analysis

• References available upon request •