

SAM SKELTON

Denver, Colorado | 720.684.7907 | sam@sampskelton.com

Marketing, content, and communications manager with experience in content creation, copywriting, marketing strategy, SEO, website design, email marketing, social media, data analysis, PR, CRM systems (like Salesforce), and event management. Passionate about marketing, can learn just about anything, and remarkably easy to work with.

KEY COMPETENCIES

Software Skills: Adobe Suite, Salesforce (including Marketing Cloud), website maintenance (using Squarespace, Contentful, Wix), MailChimp, Microsoft Office Suite, Google Suite (including Analytics)

Personal Skills: Writing, content development, SEO, clear and concise communication, graphic design, photo & video editing, boosting morale, extreme attention to detail, multi-tasking, problem-solving, creating order out of chaos

EXPERIENCE

Marketing Strategist | Galvanize | May 2020 – Present

- Act as the editor and publisher for two blogs (Galvanize.com + Hackreactor.com); I have increased blog referral traffic to our main site by 1,194% (YOY) and increased organic blog traffic by 322% (YOY) through SEO optimization, which resulted in a 160% (YOY) increase in registrations for our paid prep product
- Manage websites (Galvanize.com + Hackreactor.com) using Contentful CMS, maintaining current pages (updating copy, images, metadata, SEO) and adding new pages (where I assist as a strategist, project manager, copywriter, page editor, and publisher)
- Manage social content across Galvanize + Hack Reactor social outlets (Facebook, Twitter, LinkedIn, Youtube)

Marketing Specialist | Galvanize | March 2019 – May 2020

- Assist with marketing strategy at Galvanize, focusing on creating content, content strategy, project management, SEO, social media, website strategy and site updates, email content, and more

Marketing & Communications Coordinator | Blackstone Entrepreneurs Network (Private Equity-funded nonprofit consortium of entrepreneurs & CEOs) | July 2016 - March 2019

- Designed & delivered monthly newsletters to increase engagement among CEOs & entrepreneurs with an average open rate of 51.6% and average click rate of 17.6%
- Built and maintained website, enhanced for SEO, wrote and updated copy, and implemented plug-ins
- Maintained and administer Salesforce Database; pulled data to create infographics and network engagement assessments

Social Media Fellow | Blackstone Entrepreneurs Network | Sept. 2014 – May 2016

- Curated content for Facebook and Twitter and more than doubled our number of Twitter followers

Columnist, Director of Training, & Social Media Marketer | AboutBoulder.com | May 2014 – Sept. 2015

- Wrote bi-weekly blogs, trained new employees, and doubled the site's average number of repeat visits per month

EDUCATION

University of Colorado Boulder | 2012 – 2016

Bachelor of Science in Journalism, Major in Advertising, Additional Field of Study in Creative Writing