

JAKE LINK

Content Strategy | Brand Storytelling | Full-Funnel Communications

I enable customer success through creative content development, user-focused storytelling, and an increasingly vast arsenal of marketing analytics and data.

Core Skills: Content Marketing, Brand Communications, Impact Reporting, Organic Traffic Optimization (SEO), Team Management



 www.JakeLinkWebsite.com

RECENT EXPERIENCE

CONSTANT CONTACT

Remote + Burlington, MA

Senior Content Manager, *September 2019 - Present*

Strategic and editorial owner of the Constant Contact blog. Working cross-functionally with internal teams including SEO, CLM, Product, and Customer Success, I research and develop content strategy for full-funnel communications for the Constant Contact brand.

Key accomplishments:

- Significantly increased conversion rate of the Constant Contact blog.
- Oversaw the deployment of an entirely new blog site design, while maintaining previously established topic authority and domain equity.
- Devised and led a supportive blog content strategy for major brand moments including the launch of the Constant Contact Website Builder in 2019, a complete rebranding in 2020, and the launch of new Ecommerce Pro offerings in 2021.
- Developed and executed a historical blog optimization project that significantly improved the organic traffic to existing blog content.

SWISSNEX BOSTON AND SWISSNEX IN NEW YORK

Boston, MA + New York, NY + Switzerland

Head of Communications, *February 2018 - September 2019*

Headquartered in Boston and New York, with additional work in Switzerland, I built and led a small team of marketing and communications professionals in executing brand campaigns, content strategy, media relations, thought leadership strategy, and event/activity promotions for swissnex Boston, swissnex in New York, and their clients. Clients included the University of Zurich, EPFL, and over 15 early-stage tech startups.

During this time, I led a communications strategy that increased visibility and share of voice for swissnex communications client University of Zurich in priority concept areas YoY including +10% for "Pharmaceutical", +11% for "Research", +13% for "Drug Research."

EDUCATIONAL ALLIANCE

New York, NY

Director of Communications, *February 2015 - February 2018*

Refreshed the social service agency's 127-year-old brand, built a content strategy to cultivate a community of supporters, hired and managed content producers, and created a stronger pipeline for online and grass-roots giving (digital-only campaigns raised over \$50k each in 2017 and 2018). Worked with the world-class firm Global Strategy Group to develop thought leadership strategy for CEO Alan van Capelle and press strategy to position the agency as a leader in the social service space.

ADDITIONAL EXPERIENCE + EDUCATION

Dec 2012

Hofstra University
*B.A. in Mass Communications
minor in English and Creative
Writing*

Feb 2013 - Feb 2015

NBCUniversal Comcast
*Programming and
Acquisitions Coordinator*

Feb 2015 - Feb 2018

BarkBox
*Freelanced as a video content producer.
Created and produced The Pawffice as one of
the first original video series for the brand.*