

Courtney Grace

Content and Social Media Marketing Professional
727-743-2783 · court.agrace@gmail.com · www.courtneyagrace.com

PROFESSIONAL EXPERIENCE

Content and Social Media Specialist

April 2023 - February 2024

SamCart

- Led full-funnel content strategy for SamCart, an eCommerce SaaS product, from awareness to consideration, evaluation to retention and scaled organic performance growth by 22% year to year
- Created 10-20 pieces of content per month, including web copy, landing pages, blog articles, email and SMS copy, organic social copy, paid social copy, paid search copy, video scripts, case studies, e-Books, press releases, and in-app messaging
- Managed new copy execution for full rebrand, customer realignment, and new product launch that reached more than 100,000 impressions and grew new trials by 500%

Content & Social Media Marketing Expert | B2B, SaaS, Ed Tech Copywriter

October 2020 - April 2023

Courtney Grace, LLC (Freelance)

- Managed content and social media programs for 5-12 clients at a time
- Created uniquely branded content ecosystems, including editorial calendars and strategic content plans
- Hired ICs or agency contacts or executed on content plans with a skillset of copywriting, graphic design, and videography
- Built email, SMS, and social media campaigns geared for lead and demand generation that earned above-average open (+40%) and click-thru rates (+10%)
- Initiated SEO research to ensure pieces rank for targeted keywords in spots #1-10 on Google's first page
- Scaled customer acquisition and revenue through thoughtful content strategy, generation, and placement
- Developed comprehensive reporting decks to measure campaign effectiveness and measure growth across channels

Content and Community Manager

October 2020 - February 2022

App Academy

- Doubled traffic to App Academy's homepage from 650,000 to almost 1,500,000
 - Founded App Academy's TikTok channel, which grew to over 44,000 followers organically
 - Designed App Academy's first influencer campaigns and garnered over 10,000,000 views between TikTok creators
 - Scaled App Academy's Instagram following from 5,133 - 7,000 and LinkedIn from 12,300 to 15,000
 - Led the brand's copywriting, content generation, SEO strategy, and content management, earning App Academy's content initiatives more than 10,000 views per month
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EDUCATION

Boston University

September 2011 - May 2015

B.S., Advertising

Boston, Massachusetts

Captain, Women's Division 1 Swim Team

SKILLS & OTHER

Content Marketing: SEO (Ahrefs, SEM Rush, Clearscope), HubSpot, Google Analytics, go-to-market strategy, Adobe Creative Suite

Content Creation: Interactive content and web experiences, video content, resource libraries & knowledge bases, live and virtual events, white papers, case studies, eBooks, guides, blog articles, sales enablement

Social Media Marketing: Sprinklr, Hootsuite, Sprout Social, Later.com, Link.inbio, influencer management

Copywriting: B2B, SaaS, ed tech, eCommerce, email and SMS, web copywriting, technical copywriting