

Zoe S. Burris

MarComm Tech Pro

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My journalistic approach to content marketing, coupled with my gifted ability to produce consistently and co-manage the goals of some of the busiest tech marketing teams, is most useful at growth focused firms that value diversity in thought and culture.

Authorized to work in the US for any employer

Work Experience

Sr. Content Marketing Manager

Prodly - Remote

June 2021 to September 2021

Supported C-Suite editorial and social media content strategy and production goals

Grew social media content engagement 50% each month

Wrote e-book, blog and social media content to develop foundation for brand's content style and future editorial ideation

Content Marketing Manager

One Legal/InfoTrack - Remote

February 2021 to September 2021

Developed strategic goals for both InfoTrack and OneLegal to create a cohesive content ecosystem along the marketing funnel. While OneLegal's blog was mature, I lead the production and editorial calendar to grow InfoTrack's blog.

Ideated for blog, social media and gated content for two separate content calendars.

Liaised with Sales, Customer Success and other teams to achieve cross-functional goals and to improve Sales Enablement content.

Managed and assigned content to remote freelancers and trained them to produce content that aligns with the style and tone of assigned brand.

Content Writer

GPS Trackit - Atlanta, GA

January 2020 to April 2020

60% Remote

Reported to Communications Manager

- Developed content calendars across channels and identified compelling content topics to promote products and software to fleet managers and owners in the commercial transportation & logistics industry.
- Liaised with Sales Enablement, Customer Service and Operations teams to inform content strategy and create SME level B2B content, including ebooks and white papers as well as improve value proposition and UX copy.
- Edited, created and aligned brand voice for Corporate and Marketing Communications copy as company acquired two competitors.
- Defined key metrics and provided recommendations to measure campaign success and present to key stakeholders.
- Tech: Asana, Salesforce, Confluence, Slack, Pardot, Wordpress and Google Analytics, Trello, Adobe Suite.

Senior Editorial & Content Manager

iOST

January 2018 to January 2020

Reported to VP of Marketing

- Lead a global team of marketing, communications and news content writers to execute strategy developed by executive team to create a high performance platform of content to increase user engagement.
- Drove and owned the content vision for effective project management and presented campaign results to key stakeholders.
- Evangelized the content vision during collaborative meetings with my team by making data based creative input
- Mastered tone and brand voice to improve UX content strategy
- Tech: Slack, Google Docs, Wordpress, Google Analytics, PowerPoint, Wrike.

Content Writer, Remote Content Specialist, Remote Content Marketing Manager

Bold Marketing - Cape Girardeau, MO

August 2010 to August 2018

Reported to Accounts Supervisor, Creative Director

- Edited and crafted compelling, shareable blog, SEO, social media and email campaign content for B2B and B2C Content accounts mostly in the healthcare, non-profit and technology industries.
- Lead a team of content producers and strategists across industries to develop and execute content calendars
- Presented customer lifecycle content marketing strategy and social campaign results to key internal and external stakeholders
- Made SEO focused data driven decisions via Salesforce and Google Analytics reports to drive team forward and help improve campaign and content performance to maintain client relationships.
- Tech: Salesforce, Monday, Asana, Hubspot, Pardot, PowerPoint, Adobe Suite, Wordpress, Slack.

Contract Paralegal

Grayson Paralegal Services, LLC - Miami, FL

February 2011 to July 2012

Reported to Stephanie Grayson, Senior Paralegal

- Assisted 7-10 attorneys with scheduling, managing files and conducting legal research
- Drafted subpoenas, motions, witness lists, and pertinent court forms
- Liaised between attorneys and clients, witnesses and others to prepare depositions and prepare for trial
- Used LexisNexis and Westlaw to assist attorneys in gathering evidence and preparing for trial

Paralegal Intern

Dade Legal Aide - Miami, FL

June 2010 to December 2010

Clerical duties as assigned. Assisted with trial preparation and case investigation, including reviewing discovery, meeting with clients, assisting with witness interviews, visiting the areas of importance to the case, and helping the attorneys plan case strategy. Observed the attorneys at the office in court proceedings, including at magistrate duty court, detention hearings, pre-trial motion hearings, trials and oral argument in appellate cases.

Education

B.A. in English

Barry University

2010

Associate in Marketing

Florida State University - Tallahassee, FL

June 2004 to December 2006