

Brianna Hansen

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Location: Folsom, CA

EXPERIENCE

MURAL, Sr. Content Marketing Manager, Strategy & Campaigns, Aug 2021 (Remote)

TL;DR: I'm responsible for building content strategy for targeted integrated campaigns, planning out resources for the execution of that strategy, and managing the execution by working cross-functionally with other teams and freelancers.

Some major projects I've been involved in include:

- Created content for MURAL's first page-takeover on Forbes.com that drove 5M impressions in a week
 - Ghost wrote "Common Remote Work Myths" which resulted in:
 - 18k+ views
 - 550+ search referrals
 - 300+ social referrals
 - 40+ social actions
 - Overall program performance:
 - 4.56% interaction rate (52% greater than industry avg. of 3%)
 - .14% avg CTR (75% greater than Forbes avg of .08%)
- Led content strategy for our Hybrid 2021 campaign
 - Top performing post, "Async or Swim" results:
 - 120+ leads
 - 12 MQLs
 - 10 free sign ups
- Wrote our highest (organic) freemium conversion blog post in 2021:
 - 380 new freemiums members (280% over target goal of 100 total campaign signups)
 - 24 MQLs
- Developed the content strategy, landing page, and gated asset for our "Collaborative Intelligence" category launch
- Delegated and managed content across 3+ freelancers based on budget/individual rates/capacity
- Worked with cross-functional PMs to develop processes for collaborating and executing on multiple deliverables

HackerRank, Sr Content Marketing Manager, Sept 2020–Aug 2021 (Remote)

- Achieved a 47% YoY increase in blog UPV + increase in average time on page by 17% (Q1 2021)
- Own and deliver on all content marketing goals & projects
- Secured and executed on customer case studies with big logos such as DoorDash and Vanguard
- Manage the content editorial and content launch calendar

EDUCATION

University of California Irvine
(2012)

BA in Psychology and Social Behavior,
School of Ecology

Member of Kappa Alpha Theta

Writer/editor for *Hercampus Magazine*

EBOOKS & REPORTS

[The Principles of Collaborative Intelligence](#) (2021)

[Win-Back Campaigns: Mastering the Art of Winning Back Lost Users](#) (2019)

[Going Unplugged: Do Workers Really Disconnect During Summer Vacation?](#) (2018)

[The State of Agile Marketing](#) (2016)

[Mobile Productivity Survey](#) (2016)

[Work Management Survey](#) (2015)

SKILLS/TOOLS

SEO, HTML, WordPress, Webflow, SurveyMonkey, Quora, MURAL, Wrike, Asana, Podio, Google Docs, Google Analytics, Google Forms, PowerPoint, Keynote

- Work cross-functionally with product marketing to execute on go-to-market campaigns and product launches
- Defined and implemented processes, templates, and workflows to enhance visibility and efficiency across our marketing team

CleverTap, Sr Content Marketing Manager, June 2019–Sept 2020 (Remote)

- Responsible for writing copy for SEO-driven blog posts, ebooks, infographics, etc.
- Edit all public-facing content including website copy, emails, sales decks, case studies, event collateral, video scripts, etc.
- Manage content editorial calendar

Wrike (acquired by Citrix), Content Marketing Manager, Jan 2015–June 2019

- Wrote our top-performing blog post to date with over 2,300 shares, 360k+ OPV, and was featured on the first page of Google
- In Q3 2018, my content was responsible for 70% of total blog traffic
- Responsible for email and website copy to drive attendance to our first user conference; exceeding our attendee goal by 33%
- Refreshed old content that increased trial conversions by over 130%
- Ran multiple industry research reports with over 25 press mentions, including coverage in Entrepreneur, Business Insider, Fast Company, and the Today Show
- Responsible for writing copy and social media messaging promoting content and product releases
- Conducted case studies with our happiest customers including Hootsuite, SurveyMonkey, Umpqua Bank, and Sotheby Realty

Mintigo (acquired by Anaplan), Events Manager, Jan 2014–Jan 2015

- Recruited marketing executives to attend our first annual Marketing Symposium at the Transamerica Pyramid; successfully confirmed more than 25% of those invited
- Ran our second marketing event with an attendance rate of more than 60% — double the size of our first event
- Founded our thought leadership blog, where I recruited marketing executives from Cisco, Aereo, etc. to participate in interviews for content creation