

## Chelsea DiSchiano

[cdischiano@gmail.com](mailto:cdischiano@gmail.com) | +1 737-202-1360 | Austin, TX | [www.chelseadischiano.com](http://www.chelseadischiano.com)

### Senior Content Marketing Leader - Strategist - Brand Builder

Over the past 13+ years, I've had the pleasure of creating engaging content and leading teams for a wide range of startups, agencies, and B2B enterprises around the globe. My passion lies not only in the craft of creating content, but in leveraging it as a powerful tool to shape brand experiences and fuel business outcomes.

---

#### Senior Content Marketing Manager | Gorilla Logic | June 2022-Present | Austin, TX

- Lead the creative development of digital ad campaigns, white papers, case studies, blog posts, newsletters, landing pages, press releases, videos, and website copy.
- Work cross-functionally with C-suite executives, sales, and tech teams to develop content strategies and brand messaging to align with company goals.
- Spearhead the team's efforts to incorporate AI into our workflows, experiment with AI tools, and build AI agents to scale execution of our marketing strategies
- Provide feedback, support, and career development to a three-person creative team.
- Developing a robust metrics tracking system to measure KPIs for content, ads, social media, and newsletters, extract actionable insights, and optimize strategies accordingly
- Launched a monthly (now quarterly) newsletter program for clients and prospects that has **gained ~12k subscribers** on LinkedIn in less than two years.
- Integrated AI into our case study development workflow, **accelerating case study production from days to hours**
- Managed a **full website rebrand** and gave creative direction on the redesign and new messaging.

#### Team Lead of Content Development | ActiveProspect | Oct 2020-Feb 2022 | Austin, TX

- Built the content marketing program from the ground up, resulting in **over 2,000 content downloads** in one year and **increasing LinkedIn followers by 30%** in one year.
- Led the development of email nurture campaigns, A/B testing systems, and a digital ad presence.
- Created marketing materials to promote events, conferences, and webinars, assisting executive speakers with content, speeches, and agendas. Assisted in planning events, dinners, and VIP gatherings at conferences and trade shows.
- Assisted in creating webinar strategies and planning topical webinars for executives to generate quality leads.

#### Deputy Editorial Director | Publicize | Nov 2018-June 2020 | Colombia

- Managed & mentored a team of **four writers and one videographer** while creating editorial strategies and thought leadership articles for clients and Publicize.

- Wrote SEO-focused blogs for a client with the goal of increasing blog visits, resulting in a **700% increase in website traffic** over two years.
- Thought leadership articles written for clients were published on sites like **Fast Company, Quartz, Forbes**, & more.

**Content Marketing Manager | Demand Frontier | June 2017-Nov 2018 | Colombia**

- Developed content marketing strategies and copy for major US B2B brands including ads, video product demos & voiceovers, website copy, social media, email campaigns, and direct marketing campaigns.

**Business Development Manager | Supreme Lending | Feb 2016-Feb 2017 | Austin, TX**

- Developed branch branding and created blog posts and articles to increase online traffic.
- Assisted branch owner in creating podcast/radio show topics and marketing the show.

**Social Media Manager | Main Street Hub (now GoDaddy) | Nov 2014-Nov 2015 | Austin, TX**

- Managed a portfolio of 102 clients, experimenting with new social strategies to increase their follower count and engagement levels.

**Public Relations Specialist | Howard Schaffer Media Marketing | Sept 2013-Nov 2014 | Albany, NY**

- Brainstormed topical news angles for clients and successfully pitched stories to media outlets and trade publications.
- **Landed 26 positive television and print news stories** statewide for the Nurse Practitioner Association of New York State, which played a significant role in the passage of the Nurse Practitioner Modernization Act in the Spring legislative session of 2013.

**News Reporter & Features Editor Saratoga Publishing | 2012-2013 | Saratoga Springs, NY**

- Covered local politics, news, education, and entertainment beats for the newspaper and bimonthly print magazine and edited press releases and freelancers' work for content and AP style.
- Managed the publisher's social media accounts, **increasing followers on Facebook and Twitter by 62% and 60%** in one year, respectively.

---

**Proficiencies:** Microsoft Suite, Google Suite, Cision, Salesforce, Salesloft, HubSpot, Miro, Slack, Asana, Trello, Monday.com, Atlassian, Hootsuite, Sprout Social, AP Style Editing, basic Adobe Photo/Audio/Video Editing, SEO Weekend Certified, ***AI for B2B Marketing course certification in progress***

**Bachelor of Journalism | 2008-2012 | University of Texas at Austin**