

TINA L.
EATON

TINA L. EATON

CONTENT MARKETING WRITER

ABOUT ME

Trained journalist and experienced project manager turned proven content marketer exploring all things marketing and tech.



tinaleaton@gmail.com



tinaleaton.com



[linkedin.com/in/tinaleaton](https://www.linkedin.com/in/tinaleaton)

SKILLS

Content marketing
Conversion optimization
Engagement
Storytelling
Copywriting
Content strategy
Communication
Project management

TOOLS

WordPress
Medium
Google and Microsoft Suites
GatherContent
Gliffy and MockFlow
Jira and Confluence
Hootsuite and Buffer
Basecamp
Adobe Photoshop
Social media channels

EDUCATION

B.A. Mass Comm: Journalism
Southeast Missouri State University

EXPERIENCE

CONTENT MARKETING WRITER

Tina L. Eaton, 2017 - present

- Generating thousands of likes and comments ghostwriting for martech leaders like HubSpot and JotForm
- Writing highly-engaging content about chatbots, artificial intelligence, content marketing, startups, growth, bootstrapping, and more
- Driving engagement and sales via ebooks, online courses, infographics, social media content, and long-form articles
- Optimizing conversions with extensive research, writing, and formatting skills
- Ideating topics and marketing strategies for specific audience segments

DIGITAL MARKETING MANAGER

Crew Connection and PayReel, 2016 - 2017

- Increased traffic and conversions on multiple websites while decreasing bounce rate with new ads, keywords, copywriting, and agency partner
- Created content for all marketing emails, blog posts, landing pages, website refreshments, social media channels, etc.
- Developed first-ever marketing plan outlining personas, goals, sales and marketing funnels, competitors, and budgets
- Created and implemented first-ever referral programs, remarketing campaigns, and email marketing programs
- Served as brand collateral manager and SME for large restructuring of key brands and software

DIGITAL PROJECT MANAGER AND CONTENT STRATEGIST

Integrity Web Agency, 2012 - 2015

- Created blogging, social media, and other content marketing strategies to drive leads and growth for clients and the agency
- Optimized conversions with effective content strategy, CTAs, and information architecture
- Managed communication, budgets, timelines, and digital goals for clients including national health care providers, government agencies, and Fortune 500s
- Led agency team members to successfully launch dozens of websites, apps, and other digital properties