



Tiffani Frey

Content Marketing & Communications Leader

Career Summary

Experienced Content Marketing and Communications leader with demonstrated ability to go beyond copy into the realm of engaging storytelling that creates action. My nearly 30-year career has also provided expertise in driving branding and product marketing through the entire digital marketing sphere in a variety of industries, including healthcare, SaaS, e-commerce, and tech.

I've had the honor of building and leading great teams of people, including web dev, SEO managers, PPC managers, social media managers, writers and editors, graphic and video designers, along with multitudes of external marketing managers and freelancers.

Highlights

- Implemented a robust content marketing program that increased page one Google keyword rankings by nearly 2200% in 9 months.
- Updated content on two key product pages to improve SEO. Resulted in a 35% increase in organic traffic and 28% increase in leads in first month.
- Launched a lead-gen competitor-share campaign that generated leads at 175% of goal.
- Created a blog that directly drove 7% of revenue.
- Improved overall website conversion rates by 16% by improving value propositions, calls to action, and visibility in search engines.

Skills/Expertise

Digital marketing, content marketing, performance marketing, branding, product marketing, email marketing, social media marketing, PPC, SEO for content, lead generation, strategic planning, communications, writing/editing, team building, mentorship, data analysis, webinars and events, graphic design

Tools/Methodologies

Voice of Customer, Daily Management, Pareto Problem Solving, Kaizen, Open.ai, WordPress, HubSpot, Eloqua, Mailchimp, Klaviyo, Google Analytics, AdWords, SEMRush, Sprout Social, Hootsuite, Photoshop, Canva, PowerPoint, MS Office, HTML, Jira, Slack, Basecamp, Asana, Shopify, Big Commerce, Salesforce, MS Dynamics, and many more

Education

BS Organizational Leadership, Communications Minor (2026) – Columbia College

Greater Chicago Area



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Experience

Global Marketing Communications Manager

LANDAUER – A Fortive Company, Oct 2021-Present (Remote)

I develop and execute marketing strategies for 4 product categories across a variety of healthcare segments and industrial markets. Responsible for lead acquisition and quality, I turn complex ideas into engaging, understandable content for our blog, social media, website, emails, and more.

- Develop strong retention and cross-sell marketing plans to engage customers and increase LTV.
- Create content calendar and manage writing team to create dynamic content designed to answer customer questions, optimize for search, and drive desired action.
- Work cross-functionally with product development, product management, sales, support, and other teams to drive revenue across all customer acquisition, experience, engagement, and retention touchpoints.
- Drive experimentation to improve key metrics, including customer satisfaction, website and lead conversion rates, campaign performance, lead quality, and revenue.
- Set campaign KPIs and performance goals; track performance using Lean Daily Management to spot trends and pivot quickly.
- Write and review internal communications including email, video, and presentations.
- Actively contribute to growth initiatives and problem solving through Kaizen and Performance Development projects.

Accomplishments

- Updated content on two key product pages to improve SEO. Resulted in a 35% lift in organic traffic and 28% increase in leads in first month.
- Developed robust webinar plan that resulted in the highest number of attendees in LANDAUER history and an average attendance rate that is 117% higher than other BU.
- Launched market-share campaign that generated leads at 175% of goal.

Marketing Communications Manager

Ecentria, Oct 2020-Sept 2021 (Remote)

Managed content marketing and communications across all digital channels for \$500M ecommerce company/manufacturer. Built and led a team of social media managers, content creators, and SEO specialists. Developed and implemented go-to-market content strategies for new products and brands. Worked cross-functionally with PPC and promotions teams to drive brand awareness and revenue.

Planned, oversaw execution, and measured results of all creative and content marketing projects across various communications channels including social media, multiple web properties, and with various internal and external marketing partners.

- Built a six-person Communications Team from the ground-up by hiring copywriters, SEO specialists, and social media strategists.
- Created and implemented a content strategy encompassing blog posts, customer stories/interviews, on-site reporting, live streams, product videos, social posts, and product descriptions.
- Developed and maintained consistent editorial guidelines as well as company, store, and brand messaging.
- Continually worked with SEO managers to refresh existing content for improved search and conversion results through keyword optimization, deep-linking, and navigational improvements.
- Trained and mentored copywriters on best practices for blogging and SEO.
- Worked cross-departmentally to develop fully integrated consumer programs and campaigns.
- Promoted expansion into new category offerings, products, and brand launches.
- Learned proprietary content management system.

Accomplishments

- Published over 50 new pieces of optimized content in 60 days that resulted in a 2% lift in organic traffic to the ecommerce site and \$30M in direct revenue in the first 6 months.
- Conducted a social media audit and implemented changes that resulted in a 12% improvement in engagement.

Marketing Consultant

Small Frey Marketing, Sept 2009-Oct 2022 (Self Employed)

As a self-employed marketing consultant, I worked with small business owners and marketing managers on various projects, including website design, content marketing, email marketing, and campaign creation and deployment. I created scope of work documents and KPIs, remained within budget, and provided regular updates and metrics as needed.

Successfully launched a book for a new author

- Created and managed pre- and post-launch AdWords, Facebook, and LinkedIn advertisements.
- Obtained media and press opportunities for book reviews and author interviews, including Ali Velshi on MSNBC.
- Wrote articles for publication in Forbes magazine.
- Created copy for website landing pages and emails.
- Designed and deployed multiple email drip campaigns with A/B testing via Mailchimp.
- Resulted in sales exceeding targets by 3.5%.

Improved SEO and site performance for small HVAC client

- Implemented a variety of copy and formatting changes to address SEO penalties, which resulted in an immediate traffic increase of 28%.
- Revised and updated WordPress plugins to decrease page load times by 190%.
- Added lead capture functionality to grow mailing list by 34%.
- Revised navigation and layout to improve user experience (time on site increased by 12%, pages visited by 19%).

Created website, local ads, and social media content for startup brick-and-mortar gift shop

- Planned and managed grand opening ribbon cutting celebration.
- Wrote mission statement, product descriptions, and all website content.
- Designed and tested email layouts; managed email marketing program.
- Implemented lead capture program in store and on site.
- Wrote scripts for radio advertisements.
- Designed print ads for publication in local newspaper.

HubSpot consultant for non-profit organization

- Audited existing HubSpot implementation and made recommendations for experimentation, efficiency improvements, and data cleanup.
- Created communications for new member Welcome campaign and existing contact Profile Update campaign.
- Generated future-state communications roadmap.

Marketing Director

US Patriot Tactical, July 2013-Jan 2019 (Remote)

Reporting to the President and COO, I was responsible for building and mentoring 17-member team in all aspects of cross-channel marketing, including robust inbound content marketing and email programs utilizing Hubspot. As a player-coach, I worked closely with my team to ensure revenue goals were being met while adhering to our budget.

- Continuously tested and optimized all aspects of website and communications for optimal user experience and maximum conversions.
- Managed team of writers and editors in the development of content for the blog (published daily), over 50,000 products, and 6 lines of business.
- Developed branding and launch plans for two licensed brands (Shellback Tactical and OTB Boots).
- Created annual marketing plan and KPIs in strategic alignment with company goals.
- Developed annual publishing calendar and quarterly content plan for creation of highly engaging copy for blogs, products, and websites.
- Created communications plan for email and social media marketing.
- Led Dev team in designing and testing various site components to improve conversions and visitor experience.
- Facilitated addition and maintenance of products and categories as well as set up cross-sells and up-sells.
- Cross-functionally worked with Purchasing, Sales, Warehouse, and Retail teams to coordinate promotions, communications, and merchandising.
- Interfaced with manufacturers to obtain products for review and testing and create unique, value-add promotion.
- Identified, evaluated, recommended, and managed third-party systems and vendors.

Accomplishments

- Launched a new blog that was responsible for directly driving 7% of revenue.
- Grew opt-in subscribers six-fold in two years.
- Increased revenue by 30% YOY for 5 consecutive years.

Senior Marketing Communications Manager

Wonderlic, Nov 2009-July 2013 (Hybrid)

I set the tone and direction of all internal and client-facing content for industry-leading SaaS company serving the HR and educational markets. Managing a team of 3 copywriters, I was responsible for producing well-written, high-quality communications including blog posts, video scripts, email, advertising copy, client stories, press releases, presentations, webinars, social media, product literature, white papers, video scripts and storyboards, product descriptions, and other marketing materials.

- Developed publishing and event calendars for 5+ lines of business and ensured clarity and conciseness with overall internal/external communications.
- Worked on the team that developed and deployed the launch of a new test (GAIN – General Assessment of Instructional Needs), including logo design and building of a micro-site.
- Tracked data and analyzed all campaign metrics such as click-through and open rates, lead conversions, keywords, goal funnels, web traffic, and social signals.
- Leveraged data analysis to make insightful recommendations and improve future campaigns.
- Managed 75+ trade shows and conferences and 50+ webinars per year.
- Ambitiously set aggressive ROI goals and closely monitored budgets.
- Worked cross-departmentally to strategically unify look and feel of all campaigns.
- Consulted with Data, Development, Science, and Legal teams to ensure all communications complied with company objectives and federal guidelines.

Accomplishments

- By improving our value propositions, calls to action, and visibility in search engines, I drove a 16% lift in website conversion rates that generated leads 26% above goal.
- Through dedicated blogging and optimization, I increased our page one Google keyword rankings by nearly 2200% in 9 months.

Director of Sales & Marketing

Safe Harbor Computers, Mar 2004-Nov 2009 (Hybrid)

Oversaw all sales and marketing strategy for small, family-owned online retailer specializing in software and computer systems for the film industry.

Marketing

- Directed brand awareness programs with key vendors.
- Managed cooperative-advertising programs across all digital and print channels.
- Designed all digital and print advertising.
- Wrote press releases, blog posts and other articles.
- Created engaging print and electronic advertising.
- Designed and managed distribution of annual print catalog.
- Maintained cost control with meticulous monitoring of all advertising spending and income.
- Negotiated pricing for advertising and printing.

Sales

- Trained and mentored highly productive sales team of two.
- Actively participated in and managed trade shows, product launches, and press events.
- Demonstrated new products and technical solutions to prospective clients.
- Provided consulting and price quotes.

Accomplishments

- Won large account that accounted for nearly 30% of annual revenue.
- Launched a mini trade show that exceeded profit goal by 6.5%.