

# tamara rahoumi

content strategist • brand marketer • illustrator

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brooklyn, new york

## certifications

digital marketing  
general assembly

search engine optimization  
growth skills

## education

master of arts  
journalism  
new york university

bachelor of arts  
political science & anthropology  
rutgers university

## languages

english / native  
arabic / fluent  
french / intermediate

## skills

content strategy

adobe suite  
Photoshop, Premiere Pro, XD  
InDesign, Illustrator, After Effects

email marketing  
Mailchimp, Klaviyo, Retention Science  
Active Campaign, Customer.io

cms  
WordPress, Squarespace, Netlify, Sanity

social media  
Instagram, Pinterest, Twitter  
Facebook, LinkedIn

design & illustration  
Figma, Canva, Procreate

project management  
Trello, Airtable, Asana, Jira

basic html/css  
search engine optimization

google analytics

e-commerce

research/reporting

interviewing

## small business

frills  
founder / september 2020 – present

## experience

### mercury

content marketing lead / september 2022 – present

- Develop robust content marketing plan from zero, including video strategy, virtual event strategy, keyword strategy, and pillar strategy
- Manage content marketing calendar and coordinate across brand, lifecycle, product, and paid media teams to align on product roadmap and key content priorities
- Oversee team of three in-house copywriters and six freelance writers and SEO consultants
- Establish clear processes around key functions, including creating a documented writing review and blog QA process, as well as working with relationship managers to streamline our process around customer advocacy and marketing placement
- Led content hub redesign project to reorganize our content library, define clear content hierarchy, drive increased engagement, and encourage content and product discovery
- Created brand style guide and lead trainings to ensure consistency in copy across channels

### self-employed

freelance content strategist and copywriter / april 2015 – present

- Provide cross-channel content strategy, digital marketing, and copywriting services for B2C and B2B brands across sectors, with specialization in ecommerce and technology
- Craft impactful copy for email, UX, video, social media, and general marketing materials
- Develop content governance guidelines for voice, tone, and style of all content
- Conduct research to define and understand customer personas
- Advise on how to organize and present content across channels for maximum impact

### bluevine

content marketing manager / june 2021 – august 2022

- Developed and owned content marketing strategy for growing SMB digital banking platform
- Increased content-driven conversion rates (including micro-conversions) by over 16%
- Conducted quarterly audits and keyword research to identify SEO opportunities and increase rank around target keywords, including >15% increase in MoM total keyword rankings to date
- Launched small business spotlight program to boost customer retention and acquisition through quality customer storytelling and media partnerships
- Led "There's a Small Business for That" brand campaign to spotlight small businesses across industries and highlight our team's commitment to our company mission

### innovation department

lead content manager / january 2020 – april 2021

content manager / january 2017 – december 2019

- Oversaw B2C and B2B content strategy across 5+ portfolio brands, including Finn and DojoMojo
- Wrote and edited content for: product listings, website copy, press releases, case studies, knowledge base content, print marketing, blog posts, and SMS blasts
- Launched and managed 15+ weekly newsletters and email marketing drips
- Managed a team of 10 in-house and freelance copywriters
- Grew our combined email list from <100K to 1M+, increased average customer engagement rate by >60%, and drove 3x increase in content-led conversions

### martha stewart living

freelance contributor / may 2016 – august 2018

### new york magazine

freelance web producer / february 2016 – september 2017

### delish

editorial contributor / january 2016 – may 2016

### who what wear

editorial contributor / september 2015 – december 2015