

DENIS STOREY

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Content Development Strategies | Marketing Communications | Brand Enablement

I'm a passionate, resourceful, and creative content marketing strategist offering diversified expertise in developing, implementing, and managing enterprise-level digital and print content marketing programs. I have extensive experience engaging target markets, propelling substantial revenue growth, and backing aggressive B2B and B2C sales objectives.

I've earned recognition throughout my career for crafting intelligent copy, connecting audiences to target products or services, and generating chatter across multiple media channels.

Open-minded and adaptable by nature, detailed by compulsion, and driven by challenges, I embrace inventive solutions because there are multiple ways to accomplish goals.

Content Marketing Specialist

TraceGains | Westminster, Colorado |
2018 – Present

As a global technology company, TraceGains provides networked innovation, quality, and compliance solutions to consumer brands that want to reduce supply chain risk, speed up business processes, and take control of data.

- ✓ Led an average of 11% growth in blog traffic annually over the past five years. Also helped drive a 166% average annual growth in blog engagement.
- ✓ 2022: Launched, produced, and managed a \$150k paid media initiative. Increased blog views in the first quarter by more than 6% over the year before. Also drove a traffic increase of more than 11% over the previous quarter.
- ✓ 2021: Increased blog views by more than 17% over 2020 while boosting CTA clicks by more than 40%.
- ✓ 2020: Increased blog views by nearly 25% over 2019 while boosting CTA clicks by more than 470%.

Web Content Writer

Burg Simpson | Englewood, Colorado |
2017 – 2018

Burg Simpson is a trial law firm recognized as one of the Top 25 Most Influential Law Firms in America by National Trial Lawyers.

- ✓ Recruited to increase web traffic by creating targeted, on-site (and off-site) SEO-focused web content, including blogs, feature news articles, and promotional page copy, ensuring a consistent end-to-end experience across all media touch points.
- ✓ Strategically developed and grew social media and mobile content to enable brand voice and further firm outreach.
- ✓ Strengthened link-building opportunities, lead generation, and site conversions by implementing keyword optimization strategies across all content channels.

Content Consultant

Storey Creative | Aurora, Colorado |
2015 – 2015

Launched in 2015, Storey Creative offers specialized expertise in content management and social media outreach strategies for a diverse range of clients representing the financial investment services, medical, and HR technology industries.

- ✓ Routinely advised clients on content development tactics and helped craft strategic plans to drive consumer engagement.
- ✓ Researched client markets, drafted short- and long-form digital and print content to include features, articles, blogs, and technical white papers, and edited copy to maximize outreach.
- ✓ Augment client's social media campaigns by utilizing keyword and SEO optimization strategies on Facebook, Twitter, LinkedIn, and Instagram.
- ✓ Successfully doubled the rate of client acquisitions year over year, securing numerous high-profile clients, including 401(k) Specialist magazine and the Royalty Exchange.

Core Strengths

Media Buying • Content Development/Editing • SEO Tactics/Keyword Optimization • Multi-Media Communications • Brand "Voice" Strategies • Business Development Tactics • Lead and Demand Generation • Social Media Campaigns/Outreach • Competitive Market Analysis • Team Leadership and Direction

Copywriter (Contract)

Jackson National | Denver, Colorado |
2016 – 2017

Jackson National Life Insurance Co. is a U.S.-based company that manages more than \$218B in assets and offers annuities for retail investors and fixed-income products for institutional investors.

- ✓ Researched, developed, and wrote technical and marketing content comprised of digital outreach resources, whitepapers, and print collateral for the fourth-largest broker/dealer network in the United States.
- ✓ Created content for a quarterly newsletter distributed to more than 3,500 retail and institutional investors across the country. Additionally, I earned recognition as a critical contributor in the written explanation and interpretation of the U.S. Department of Labor's updated fiduciary rules.
- ✓ Generated leads and increased conversions by working with the corporate creative team to package persona-driven content in imaginative, compelling ways.

Additional Experience

Managing Editor for *Mobile Radio Technology Magazine* in Greenwood Village, Colorado (2002-2003); Copy Editor for the *Gazette in Colorado Springs, Colorado* (2003-2004); Associate Editor for *Satellite Broadband in Greenwood Village, Colorado* (2001-2002); Copy Chief for *Cable World in Greenwood Village, Colorado* (2000-2001); and as a Design Editor for the *Daily Report- Herald in Loveland, Colorado* (2000-2001). Details are available on request or LinkedIn.

References

Amber Taufen

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Brian Robertson

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Thomas Blomberg

Assistant Vice President - Account Management and Business Development. BCS Financial Corp. 952-201-3624.
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Academic Preparation

University of Missouri-Columbia, Columbia, Missouri:
Bachelor of Arts (B.A.): Journalism

Continuing Education

Inbound Certification. Hubspot Academy. August, 2017.
Content Marketing Certification. Hubspot Academy.
September, 2017.

Editor-in-Chief

BenefitsPRO | Centennial, Colorado | 2004 – 2015

A nationally recognized leader in the employee benefits industry, BenefitsPRO offers its subscribers benefits-related news, resources, and tools in an ever-evolving and heavily regulated industry. Hired initially as editor, I assumed the editor-in-chief role based on exceptional performance, leadership capabilities, and strong business acumen.

Operational Strategy and Direction:

- ✓ Directed the tactical implementation of content and communication strategies for the print publication, which reached more than 55,000 subscribers; the website, which attracted more than 125,000 views monthly; and BenefitsPRO Expo, an event that drew more than 1,000 attendees and generated over \$1M in annual revenue.
- ✓ Oversaw a staff of 18 full-time and contract employees comprised of managing editors, web editors, an art director, and a stable of freelance writers. Expertly managed a \$75K annual operating expense budget and a \$30K Expo event budget.
- ✓ Conceived, implemented, and managed the brand's content plan, leveraging a diversified portfolio of online, print, and digital content strategies and leveraging content created for adaptation and repurposing..
- ✓ Reviewed, tracked, and measured customer levels of engagement and team progression to goals through advanced ROI analytics.
- ✓ Challenged to surpass ambitious traffic goals year over year; successfully leading the team to exceed management expectations in the digital and live event space by > 20%.
- ✓ Advocated for and implemented operational best practices that embraced digital strategies, content diversity, and the effective use of multi-channel media platforms.

Event and Project Management:

- ✓ Managed Expo events by establishing target goals and preparing event agendas. Collaborated with internal marketing to promote event content units, keynote speakers, and networking opportunities via email marketing and social media tactics.
- ✓ Conducted live reports from the Expo floor through blogs, printed show dailies, and video interviews with industry experts.
- ✓ Conceptualized and project-managed the Broker Innovation Lab portal from project onset to completion, eventually earning recognition for successfully developing a hybrid content/marketing tool.

Technical Fluency

Windows, Mac, and iOS. Power user of Microsoft Office Suite. WordPress, Hubspot and Drupal. Adobe InDesign, Adobe Illustrator, Adobe InCopy and Adobe Photoshop. Fully fluent in social media platforms; experienced in SEO and Google Analytics.