Marie Carrier

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EXPERIENCE

Manager, Content Marketing

Risepoint 2022 - Present, Remote

- Reviewed and approved up to 100 content briefs monthly, ensuring precision, clarity, and strict adherence to standards, templates, and brand guidelines for enhanced content quality.
- Leverage AI-driven writing and optimization tools to support editorial review, enhance efficiency, and maintain high content quality.
- Partnered with cross-functional stakeholders, including product marketing and SEO teams, to ensure content development directly supported overarching strategic and marketing objectives, driving cohesive campaign execution.
- Provided leadership, training, and onboarding support for a team of 6 direct reports and up to 15 freelance writers.
- Acted as a decision-maker and mediator for editorial disputes, providing guidance to the content team.
- Analyzed content performance metrics quarterly using Google Analytics and SEMrush, applying analytical insights to optimize strategy and direct content development.

Senior Content Operations Specialist

Risepoint 2021 - 2022, Remote

- Streamlined content feedback and approval processes for SEO-focused articles, facilitating fast-paced and timely delivery of high-quality, optimized content.
- Created 15 PO files for freelance writing assignments; managed, tracked, and processed corresponding freelance invoices.
- Generated monthly performance reports detailing content production and publication metrics, alongside ad hoc analyses to inform strategic adjustments and track key initiatives.
- Directed and mentored a team of 15 freelance writers, ensuring consistent output and adherence to content standards.

Content Publishing Specialist

Academic Partnerships, Risepoint 2022 - 2021, Dallas, TX

- Coordinated and trafficked feedback and approvals for up to 100 content writing files for SEO purposes.
- Published 50-75 finalized copy files to content management systems (CMS) each week, employing detail-oriented tracking methods Asana and Google Sheets to maintain high adherence to editorial standards and publishing deadlines.
- Created 15-20 purchase order (PO) files for monthly freelance writing assignments; managed, tracked, and processed corresponding freelance invoicing.
- Produced and maintained 5 monthly reports on content produced and published and ad hoc reports as needed.
- Wrote and distributed 15 monthly social media calendars and images ensuring brand voice consistency and adherence to style guides.

Online Copywriter

Neiman Marcus Group 2016 - 2020, Dallas, TX

- Authored compelling product descriptions and marketing copy for up to 5 diverse fashion categories, ensuring brand voice consistency and adherence to style guides using SEO-optimized language across upwards of 1500 listings each month.
- Validated factual accuracy and brand guideline adherence for over 1,500 online product listings monthly, ensuring consistent brand voice and style across diverse fashion categories.
- Tracked current fashion trends and competitor copywriting strategies to inform differing value propositions and product descriptions.
- Analyzed competitor copy and fashion trends to inform prominent value propositions and product descriptions.

First-Year Composition Adjunct Instructor

Texas Woman's University 2016 - 2019, Denton, TX

- Authored comprehensive First-Year Composition curriculum, including syllabi, assignments, and grading rubrics, while evaluating student writing for academic progress in up to five courses per semester.
- Designed and executed daily lesson plans for up to five First-Year Composition courses per semester, incorporating lectures, interactive discussions, and collaborative experiential learning activities to enhance student comprehension and engagement.
- Integrated diverse multimedia resources, including videos and interactive simulations, into daily lesson plans to significantly elevate student engagement and comprehension in up to five courses per semester.
- Managed simultaneous instruction, assessment, and classroom engagement for up to five First-Year Composition classes each semester to demonstrate effective multi-tasking capability while utilizing Blackboard and Canvas tools to maintain consistent student performance tracking.

EDUCATION

Master of Arts, English

Texas Woman's University • Denton, TX • 2013 - 2015

Bachelor of Arts, English

Texas Woman's University • Denton, TX • Minor in History • 2010 - 2013