Christina Ballinger

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Experienced Content Writer & Editor with a record of driving conversions and user engagement. Skilled in content strategy, SEO, and using AI tools to craft high-quality content that resonates with target audiences. Key achievements include a 140% increase in yearly organic search traffic and a 150% increase in conversions.

**WORK EXPERIENCE**

**Self-Employed Content Writer & Editor**

**August 2023 – Present**

Providing engaging, optimized content for tech startups, using SEO and AI tools to enhance brand visibility, conversions, and audience engagement.

**CaptivateIQ (Content Editor, Oct 2024 – Present):**

* Edited existing content for readability and engagement, implementing SEO best practices to increase organic traffic and support CaptivateIQ’s brand objectives.

**Freed (Content Writer, Aug 2024 – Present):**

* Developed AI-focused healthcare content, producing well-researched, informative articles for medical professionals.

**Softr (Content Editor, Jul 2024 – Present):**

* Edited and optimized articles on no-code tools, focusing on enhancing search visibility and user engagement through on-page SEO best practices.
* Customized brand messaging for tech-savvy and SMB audiences, capturing target audience and driving conversions.

**Wordbrew (Content Writer & Editor, Jul 2024 – Present):**

* Revised and optimized content, incorporating in-depth research and SEO best practices to align with Wordbrew’s B2B audience and increase organic reach.

**Scribe (Content Editor, Aug 2023 – Jul 2024):**

* Implemented SEO and conversion strategies, boosting organic traffic by 10% monthly and enhancing SEO ranking.
* Edited and published 350+ blogs and pages, contributing to a 140% increase in yearly organic traffic.
* Implemented multiple targeted SEO and conversion optimization initiatives, resulting in a 150% yearly increase in overall conversions and 35% incremental month-over-month growth in paid conversions.
* Managed the end-to-end publication process for 10-20 freelance writers, providing detailed editorial feedback to maintain content quality standards.

**Yellowbrick Data**

**Content Strategist, Feb 2022 – Aug 2023**

* Collaborated with internal teams and agencies on Yellowbrick Data’s brand relaunch, developing new positioning, messaging, logo, tagline, and content to expand offerings into new markets.
* Established an efficient system generating diverse content forms—whitepapers, eBooks, blogs, videos, and graphics—aligned with business objectives and user needs.
* Conducted content audits and updated existing materials to ensure quality, relevance, and consistency, leading to improved search engine rankings and increased organic traffic.
* Assisted in developing and managing a new website and implementing a new CMS platform, enhancing user experience and content management efficiency.
* Supported Events, Brand, Social, and Digital Marketing teams in creating campaigns and worked closely with the Demand Generation team to create email nurtures and content to drive inbound traffic.
* Managed social media channels, creating new content and reviewing social media posts.

**Intelisys**

**Marketing Communications Manager, Aug 2020 – Feb 2022**

* Executed 350+ marketing campaigns across multiple channels, including blog posts, social media, emails, web pages, newsletters, press releases, and sales collateral.
* Wrote, proofread, and copy-edited content to ensure brand voice and tone consistency.
* Interviewed subject matter experts to develop content for sales collateral and blogs.
* Led social media and employee advocacy programs on LinkedIn, Facebook, Twitter, and Instagram.
* Identified target audience and crafted promotional copy for virtual events that received 65% higher attendance than in-person events.

**Senior Marketing Communications Specialist, May 2016 – Aug 2020**

* Produced 300+ marketing campaigns and content per year across multiple channels, including publishing blogs on WordPress, digital ads, website copy, case studies, and email campaigns in Marketo.
* Managed Asana workflows and collaborated with graphic designers to execute campaigns.
* Led social media strategies and employee advocacy programs.
* Developed and executed a new organic social campaign strategy that increased event registrations by 200% in two weeks.

**CORE COMPETENCIES AND TECHNICAL SKILLS**

**Competencies:** Content Editing, SEO Strategy, Content Development, Content Strategy, Keyword Research and Optimization, Copywriting, Conversion Rate Optimization (CRO), Audience Engagement, Brand Messaging, Project Management, Cross-Department Collaboration

**Skills:** Adobe Creative Cloud, Ahrefs, Semrush, Google Workspace, Asana, WordPress, Elementor, Letterdrop, Microsoft Office, Oktopost, Slack

**EDUCATION**

Bachelor of Arts, English. Sonoma State University, Rohnert Park, CA.Graduated Magna Cum Laude. 3.829 GPA.

Associate degree, English - Sacramento City College, Sacramento, CA. Graduated with Highest Honors. 3.74 GPA.