

ANNALIS CLINT

MARKETING LEADER | CONTENT, COMMUNITY & GROWTH | COPYWRITING | SEO/GEO

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SUMMARY

Marketing leader and growth builder who turns ideas into audiences, audiences into communities, and communities into revenue. 15+ years leading content, community, creator, and demand programs for Google, Disney, O'Reilly Media, Eventbrite, Handshake, and airSlate across B2B SaaS, tech media, entertainment, and consumer brands. Known for bold, data-backed bets that scale: \$300K in event revenue from a brand ambassador program, 60,000 leads from a single content piece, 337.7% community growth, a 570% jump in LinkedIn video views, and a 55% lift in brand awareness. Builds the strategy, the team, and the systems: led teams of up to 4, cut software costs 75% by consolidating four brands onto one platform, and ran cross-functional launches with legal, product, design, PR, and sales.

Team builder and cross-functional partner. Leads and develops teams, manages agencies and vendors, and works hand in hand with sales, product, design, legal, PR, and customer success to turn launches into measurable results. Takes on ambiguous problems with no playbook, builds the playbook, and documents it so teams can scale. Brings range from advising brands on go-to-market, lifecycle, community, and AI search strategy, from a B2B marketplace's social presence to a plant-based fitness brand's 12-month growth plan.

Full-funnel marketer and storyteller. Fluent across social, lifecycle email, paid media on Google, Meta, and LinkedIn, SEO, GEO, and AI search visibility. Recruited and negotiated with 90+ creators for Google and builds AI-assisted workflows that triple content output while keeping brand voice unmistakably human. A writer and editor at the core who can ghostwrite for a CEO and turn dense medical, financial, or technical topics into plain language. A film and digital media background adds an eye for video and design. Open to remote or on-site work.

CORE COMPETENCIES

LEADERSHIP & GROWTH STRATEGY: Go-to-market and launch strategy • Team leadership, including teams of up to 4 • Agency and vendor management • Cross-functional launches with legal, product, design, PR, and sales • Brand and tool consolidation • Briefs, approval workflows, and Canva template systems • Public speaking, with 40+ recorded interviews

CONTENT & COPYWRITING: Content strategy and editorial calendars • Copywriting and editing for web, blog, email, social, ads, and launch assets • Long-form SEO, GEO, and AEO articles • Ghostwriting and thought leadership bylines • Brand voice, messaging frameworks, and positioning • Turning technical, medical, and financial topics into plain language • Book coaching from idea to manuscript

SOCIAL & COMMUNITY: LinkedIn and B2B social strategy • Instagram, Facebook, X, YouTube, TikTok, Reddit, Threads, and BlueSky • Community management and employee advocacy • Reddit AMAs and Facebook Live • Social listening • G2 review and advocacy programs

LIFECYCLE & EMAIL: Nurture, onboarding, and launch sequences • Segmentation and geo-targeted sends • Subject line and CTA testing • Lead magnet funnels • Klaviyo, HubSpot, Salesforce, Marketo, Mailchimp

PAID MEDIA & ANALYTICS: Google Ads, Meta Ads, LinkedIn Ads • Budget planning and spend pacing • Targeting, lookalikes, and retargeting • UTM tracking, Google Tag Manager, and Google Analytics • A/B testing • KPI reporting with optimization recommendations

SEO & AI SEARCH VISIBILITY: SEO and AEO/GEO certified • Structured Q&A, comparison content, and use case pages built for AI and traditional search • Tracking brand presence across ChatGPT, Claude, and Gemini • SEMrush, Ahrefs, Profound, OtterlyAI

CREATORS, PARTNERSHIPS & OUTREACH: Creator and influencer recruitment and negotiation • Brand ambassador programs • Cold outreach • Events, webinars, and sponsorships • Lead generation with sales

AI & CREATIVE TOOLS: ChatGPT, Claude, Gemini, Perplexity, Midjourney • AI-assisted content workflows and prompt engineering • Canva, Figma, Adobe Creative Suite • Video editing with Premiere Pro, Final Cut Pro, and CapCut

PROFESSIONAL EXPERIENCE

Fractional Marketing & Content Lead | aclint.co · Remote · 2010 - Present

- Advise founders, creators, and marketing teams on go-to-market, content, SEO/GEO, and lifecycle email, backed by data.
- Lead social media strategy and execution for a B2B bus marketplace and other B2B brands across Facebook, Instagram, LinkedIn, YouTube, and Reddit, managing content calendars in HubSpot and presenting results in weekly team standups.
- Created an AI-assisted infographic that lifted daily LinkedIn impressions from under 300 to about 1,100 in 30 days, with 526 clicks and a 93% visitor lift.
- Built a lead magnet funnel with welcome and launch email sequences that reached 18% reader-to-subscriber conversion.
- Developed a 12-month growth and content strategy for a plant-based fitness brand to monetize a 100K+ audience, covering offer ladder design, funnel diagnostics, and tech stack recommendations.
- Build AI-assisted content workflows that keep brand voice intact, and coach founders on business books from idea to manuscript.

Sr. Content Marketing Manager, Head of Social & Community | airSlate · Remote · 2022 - 2024

- Owned content strategy, editorial calendar, and publishing across five social channels, and managed a team of up to 4.
- Grew LinkedIn video views 570% year over year to 52,714 (41.5% engagement rate) with short-form clips, webinars, and demos, and turned webinars into a predictable channel with the lifecycle team.

- Raised impressions 300% to nearly 2M across LinkedIn, Instagram, and Twitter, lifted content link clicks 68% to 17,700 by testing headlines, CTAs, and design, and grew the LinkedIn audience 37.9%.
- Cut software costs 75% by consolidating the airSlate, pdfFiller, Instapage, and US Legal brands onto one platform and brand.
- Worked with PR and SEO agencies on structured Q&A, comparison content, and use case pages, building a prominent presence across ChatGPT, Claude, and Gemini, and placed bylines on HR.com. Built a G2 review and customer advocacy program.

Corporate Editorial Manager (Contract) | Handshake · Remote · 2021

- Owned the editorial calendar, wrote website, blog, social, and email copy for employer, university, and student audiences, and ghostwrote for the CEO.
- Orchestrated the Series E announcement with a Bingo contest that gamified employee, investor, and press posting: 300+ social posts, 7,000+ clicks, and 600+ organic followers in 24 hours.
- Built live-event coverage of the WSJ Jobs Summit, ASU+GSV Summit, and Forbes 30 Under 30 that set record highs for top content: 759 reactions and 50 reposts across six posts.

Marketing Specialist, Creator & Consumer Content | Eventbrite (via Creative Circle) · Remote · 2019 - 2020

- Led the 2020 New Year's Eve campaign, the platform's highest-volume ticket sales moment, across organic, paid, and influencer channels.
- Managed a \$30K Facebook campaign and a 7-person influencer roster that produced 21 content pieces and 2.5M+ impressions.
- Built the #CreatorCrush creator spotlight program from scratch and consolidated fragmented city channels into one brand presence.

Paid Media Manager | Seeker Health · Mountain View, CA · 2019

- Ran Google Ads for rare disease clinical trial recruitment and turned dense medical language into clear, persuasive copy.

Marketing Specialist, Community & Creator Partnerships | Google (via Adecco) · Mountain View, CA · 2018 - 2019

- Recruited and negotiated with 90+ creators for Jacquard by Google, generating 391 posts, 118K+ engagements, 3M reach, 133% follower growth, and \$106K+ in earned media value.
- Built content pillars, editorial calendar, OKRs, budget, and launch schedule for B2B partner product releases, with legal, product, and design approvals.
- Partnered with sales on lead generation and collateral, managed CRM launches and a GDPR compliance update, and reported KPIs.
- Launched Google ATAP's first Instagram channel and grew it to 4,000+ followers.

Community Manager, promoted to Sr. Social Media Manager | O'Reilly Media · Sebastopol, CA · 2013 - 2017

- Generated \$300K in conference revenue in 2014 via a brand ambassador program, Meetup.com outreach, and sponsorships.
- Produced 60,000 leads, 21K email opt-ins, \$21K+ in revenue, and 87K+ web visits through a single content piece.
- Managed a team of 2 to grow @OReillyDesign followers 337.7%, clicks 130.6%, and engagement 142.6%.
- Hosted Reddit AMAs, Facebook Live, and Twitter takeovers with IoT, data science, and blockchain leaders, and created #IoTChat (400+ participants, 4.2M reach), earning hashtag trends valued at \$1M+ in Twitter advertising.
- Wrote hundreds of technical pieces, covered conferences live onsite in four cities, and raised team efficiency 376% with Canva templates.

Earlier Experience

- Marketing & Web Manager, LightHouse for the Blind: ran brand marketing, email, a weekly newsletter, viral YouTube content, and the blog, and designed branding, press packets, annual reports, and appeal letters.
- Marketing Manager, Email Strategy Lead, Les Mills On Demand: wrote a habit-formation onboarding and nurture sequence; the Cyber Monday launch drew 600+ signups in one day.
- Global Marketing Coordinator, Walt Disney Animation Studios and Disney Consumer Products (via Aquent): distributed artwork and marketing assets for films including Frozen, compiled Annie Awards submissions that earned 10 nominations and 5 wins, and produced D23 Expo video, social promotions, and QR scavenger hunts (13K views).
- Film Producer: produced short films, including a Hollywood Film Festival official selection, managing crews, casting, and vendors.

EDUCATION & CERTIFICATIONS

B.S., Marketing Communications, PR & Advertising | Emerson College, Cum Laude

Digital Media & Film Production | University of California, Santa Cruz

Certifications: SEO Certified (ClickMinded) • AEO/GEO Certified • Public Speaking Certified (Speakeasy) • Certified Nutritionist (ISSA)

“CREATIVE, SMART, HIGH-ENERGY, RESPECTFUL, AND WITTY, ANNALIS WILL ADD A GREAT DEAL TO ANY COMPANY WISE ENOUGH TO HIRE HER,” – CRAIG GRANT, *CREATIVE DIRECTOR, GRANT & ASSOCIATES*

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