

Starlynn Gentile

Content Strategist

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☎ (822) 352-8341

📍 123 Oak Street, Boise, ID

Education

**Bachelor of Arts in
Communications and Media
Studies at Boise State
University, ID**

Aug 2017 - May 2021

Relevant Coursework: Media Theory, Digital Media Production, Interpersonal Communication, Mass Communication, Media Ethics, Visual Communication, Social Media Strategies, Public Relations, Journalism, Advertising, and Multimedia Storytelling.

Links

[linkedin.com/in/starlynngentile](https://www.linkedin.com/in/starlynngentile)

Skills

SEO Optimization

Google Analytics

Keyword Research

UX Design

Social Media Management

Content Management Systems (CMS)

A/B Testing

Languages

English

German

Profile

Result-driven Content Strategist with 2 years of experience in developing and executing data-driven content strategies, optimizing audience engagement, and driving brand growth. Proficient in content creation, SEO, and analytics, with a proven track record of enhancing web presence and driving organic traffic. Adept at collaborating with cross-functional teams to deliver cohesive and effective content solutions for diverse industries.

Employment History

Content Strategist at Stoltz Marketing Group, ID

Mar 2023 - Present

- Developed and executed a comprehensive content strategy for a major client, resulting in a 35% increase in website traffic and a 20% increase in lead generation within six months.
- Successfully managed a team of five content creators to produce high-quality, SEO-optimized content for various digital platforms, leading to a 50% improvement in organic search rankings and a 15% boost in social media engagement for key clients.
- Implemented a data-driven approach to content creation and analysis, enabling the company to make informed decisions on resource allocation and content focus, ultimately increasing overall content ROI by 25%.

Associate Content Strategist at DaviesMoore, ID

Sep 2021 - Feb 2023

- Successfully increased organic search traffic by 45% within six months by developing and implementing a comprehensive SEO strategy, which included optimizing website content, improving site structure, and conducting extensive keyword research.
- Managed and executed a content marketing campaign that resulted in a 60% increase in social media engagement and a 50% increase in blog subscribers within a one-year period, through the creation of targeted, high-quality content and strategic promotion across relevant channels.
- Led the content strategy for a major website redesign project, resulting in a 30% decrease in bounce rate and a 20% increase in average session duration, as well as receiving positive feedback from both stakeholders and users on the improved user experience and content organization.

Certificates

Content Marketing Institute's Online Certification

Dec 2021

HubSpot Content Marketing Certification

Aug 2020