



MARY PAT ABRUZZO

BROOKLYN, NYC
(505) 379-1200
MARYPATABRUZZO@GMAIL.COM
MARYPATABRUZZO.COM

WORK EXPERIENCE

electric marketing

Content Marketing Manager

San Diego, CA (Remote)

Oct 2020- Present

- Manages a team of 4 to execute blog content for clients, including Health-Ade Kombucha, Safely, CHOMPS, Soylent, Wine Insiders, Florence by Mills, and more
- Ideates SEO strategy for blogs based on client's branding, competitors, and relevant SEO keywords
- Edits and provides final approval on all copy produced by content marketing team
- Client liaison between 15+ external teams and internal content marketing team
- Reports monthly on content marketing / SEO KPIs like organic traffic, keyword rankings, conversion rate, and customer acquisition

Media x Women

Lead Blog Editor

New York, NY (Remote)

Oct 2020- Oct 2021

- Collaborated with the marketing team to create educational and empowering content ideas targeting women interested in the media industry
- Researched and wrote blog content and copy for Media x Women website

Frontrunner Magazine

Writer

Brooklyn, NY (Remote)

April 2020- Dec 2020

- Collaborated with Editor and Chief to develop, *Frontrunner Forum*, an online community for emerging artists, musicians, and filmmakers
- Managed and wrote content for Frontrunner Forum's blog posts and weekly emails
- Interviewed community members to write feature pieces for the magazine website

San Diego CityBeat

Writer

San Diego, CA

Sept 2019- March 2020

- Researched subjects for feature and profile stories through on-site visits and interviews
- Published pieces weekly in a local alt-weekly, San Diego CityBeat

Student International Business Council

Chief Marketing Officer

San Diego, CA

Aug 2017-May 2020

- Managed the Student International Business Council's social media and website
- Collaborated with members through research creating recommendations for international clients
- Analyzed various industries using PESTLE, SWOT, Five Force analysis, and Competitive Profile Matrix
- Traveled and presented findings to businesses in Greece, Cyprus, and Silicon Valley

Jumper Media

Social Media Intern

San Diego, CA

May 2019- Aug 2019

EDUCATION

University of San Diego

B.A. Communications Studies, Minors: Marketing and Spanish

San Diego, CA

First Honors, Cum Laude

LEADERSHIP AND VOLUNTEERING EXPERIENCE

Volunteer, Supermajority, Women's equality organization

Sept 2020- Present

Member, Lambda Pi Eta, Communications Honor Society

Dec 2018- May 2020

Volunteer, Pancake Peeps, Volunteer group to serve those in need within San Diego community

April 2017-May 2020

TECHNICAL SKILLS

- Advanced in both written and spoken Spanish
- SEMRush, Google Analytics, Google Search Console
- Squarespace, Hubspot, Shopify, Wordpress
- Advanced in Facebook Business Manager, Instagram
- MS Excel Certified
- Proficient in MS Word, PowerPoint
- Proficient in Google Apps
- Monday.com, Asana, Notion, Slack