

BREANNE WILSON

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Summary

Seasoned creative content producer and editor for web, email, and social channels. Skilled at digital storytelling, content strategy, ideation, writing, editing, search engine optimization, and Agile web project management. Create marketing content tailored to target personas to nurture, engage, and drive engagement and conversion. Portfolio includes web UX redesigns and TOFU, BOFU, and MOFU digital assets. Help customers easily interact with digital products through clear, concise, and useful microcopy. Freelance writer for two marketing agencies, writing for web properties spanning the tech, retail, and professional services industries. Using an Agile approach, can quickly pivot based on changing business priorities. Adept at working cross-functionally with global stakeholders. Collaborate with product managers, marketers, UX designers, developers, sales reps, senior leaders, and executives. Seeking a full-time opportunity to create compelling content for an innovative global technology company.

Professional Experience

Creative Content Producer; Danville, CA

February 2021 — Present

Craft digital marketing content for technology companies. Draft TOFU, MOFU, and BOFU narrative web pages, blog posts, landing pages, ABM content, ad copy, 10x pillar pages, infographics, case studies, and email campaigns. View past and current clients and my portfolio of work at www.breannewilson.com.

Oracle University; Remote

December 2019 – January 2021

Senior Web Project Manager

Agile web project manager and content producer for education.oracle.com. Web store attracted 8M annual visitors, 27M annual page views, serviced 4.6M customers in 90+ countries, and drove 57M annual web bookings, with 22M incremental web bookings. 46% of incremental web bookings were influenced by creative marketing campaigns. Wrote copy for and helped launch 30% off digital promo, generating 1.5M and selling 603 units. Scrum master for platform migration to Oracle Commerce Cloud and Oracle Content Marketing Cloud. Project manager and content writer for year-long Project Redwood UX redesign. Redesigned tier 1 pages, creating short and long form copy to improve web store UX. Collaborated with the Oracle Design and UX team. Interviewed sales reps and conducted usability testing using outside vendors. Documented and addressed customer pain points through iterative design.

SEO & Content Strategist

July 2012 – December 2019

Developed, managed, and maintained the content, content strategy, and content structure of the Oracle University web store to facilitate a positive customer experience for students pursuing IT training and certification. Content strategy and edits helped generate 25% YOY increase in web bookings during first year. Writer and editor of the Oracle University Blog, which generated 496,000 annual page views and 270,000 annual unique views (average time spent on page: 3:41; average bounce rate: 27%). Edited course descriptions and worked with site producers to track interaction data, boost engagement, and drive bookings. Implemented content-based SEO boosting strategies to drive traffic, conversion, and return visits. Developed and executed a yearly content calendar, in conjunction with producers, graphic designers, and developers in India and South America.

Inbound Labs and IMA Interactive; Remote

October 2011 – January 2018

Freelance Writer and Editor

Created short and long-form web content (narratives, email campaigns, white papers, blog posts, data sheets, case studies, 10x pages, feature brochures, chatbot scripts, landing pages, infographics, etc.) for two digital marketing agencies: IMA Interactive and Inbound Labs. Notable clients: ServicePower, HubSpot, Credit Repair Cloud, CyberShield Global, Berkeley Haas School of Business, Genesys, Syslink Xandria, COIT, & Benjamin Franklin Plumbing.

Nextag, Inc.; San Mateo, CA

October 2010 – July 2012

Content Manager

Oversaw all product-based content for Nextag.com in US, UK, and German markets. Ensured all product content was user-friendly and optimized for SEO to drive traffic, conversion, and return visits. Recruited, hired, and managed an international team of 4 US-based content editors and 2 India-based content editors. Launched and managed the Nextag company blog. Developed annual content calendar and back linking campaign, along with monthly infographics. Recruited, hired, and managed a 25-writer freelance network that produced 20,000+ product reviews. Processed invoices and worked with finance to set up and maintain freelance payroll.

QuinStreet, Inc.; Foster City, CA

June 2009 – October 2010

Web Content Editor

Developed, managed, and maintained the content strategy and content structure of 10 websites. Primary editor of worldwidelearn.com, Online-education.net, Chef2Chef.net, Schools.com, Medi-Smart.com, Onlinedegrees.com, Culinaryed.com, Degree.net, and allgraphicdesign.com. Drove 18% revenue growth YOY in the EDU vertical. Incorporated SEO best practices into annual content strategy and calendar to drive traffic and increase revenue per visitor. Managed sites yielding \$8 mil annual revenue through online lead generation.

OneWorld Partners; Sausalito, CA

Feb 2008 – May 2009

Marcom Manager

Provided marketing support for corporate events and marketing agency. Oversaw content and design of two event websites for the software company Genesys. Optimized all digital content for SEO + brand compliance.

Autonomy, Inc.; San Francisco, CA

Aug. 2006 – January 2008

Marketing Specialist

Designed and produced marketing collateral for global sales team: website copy, case studies, data sheets, market research, white papers, competitive analysis, proposals, and sales presentations. Edited electronic proposals for sales teams. Directed three 75K C-level only customer events in South Carolina, Boston, Miami, and San Diego. Coordinated logistics and content for these Customer Innovation Forums. Coordinated booth and collateral logistics for national trade shows. Worked with Gartner and Forrester analysts to schedule quarterly briefings, customer events, and webinars. Provided voiceover for customer sales demo; helped plan two national sales kickoffs in Miami. Produced collateral for two subsidiary companies, Cardiff, and Virage Security & Surveillance.

Mission Charter School; Phoenix, Arizona

Sept. 2005 – June 2006

Middle School Math & Science Teacher

Prepared and delivered subject-specific lessons to classes of up to 40 Students, which included developmentally disabled learners. Coordinated annual Science Fair and prepared students for mandatory annual testing: Arizona's Instrument to Measure Standards (AIMS). Conducted Parent-Teacher conferences.

American School of Madrid; Madrid, Spain

August 2004 – June 2005

Teacher Assistant, 1st Grade

Private school consisting of 700+ students from over 50 countries. Planned lessons and instructed 1st grade students in reading, writing, and math. Conducted Parent-Teacher conferences and taught hands-on technology lessons in school computer lab. Founded "Second Step" leadership unit, designed to boost communication skills and self-esteem. Taught an "Art You Can Wear" class to ages 6 through 13 years in a weekly after-school program.

Education

Harvard University; Cambridge, MA

Sept. 2000 – June 2004

Bachelor of Arts in English and American Literature

John Harvard Scholarship awarded for Superior Academic Achievement

Harvard Women's Varsity Division I softball – Ivy League Champions (2001)

All-Ivy Team Selection & Rookie of the Week (2001)

New England Intercollegiate Coaches' Association Honorable Mention (2001)

Awards

Oracle Women's Leadership (OWL): Nominated for the Emerging Leaders' Summit

June 2018: selected as 1 of 200 Oracle women in North America as an "emerging leader" within Oracle to attend the Emerging Leaders' Summit. This global series of events invests in Oracle's emerging leaders, featuring skills workshops, innovation sessions, and invaluable networking opportunities. The summit connects future generations of female leaders with knowledge and resources to succeed in the digital age.

Oracle University Rock Star – Pacesetter Award

2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020

Editor of [Windmill Networking: Understanding, Leveraging & Maximizing LinkedIn](#), by Neal Shaeffer:

- Honorable Mention, Best Non-Fiction Book of 2009
- DIY Book Festival Silver Medal
- Best Business Reference Book of 2009 - Axiom Business Book Awards Bronze Media
- Best Career Book of 2009; Foreword Book of the Year Awards