

Rochelle Hubbard

Houston, TX • 832-651-0133

Email: arhubbard05@gmail.com • LinkedIn: [linkedin.com/in/arhubb](https://www.linkedin.com/in/arhubb) • Portfolio: arhubbard.com

Copywriter & Digital Content Specialist

SEO Content Development • Multi-Channel Campaigns • Cross-Functional Collaboration

Highly versatile and experienced content strategist offering expertise in content development, brand messaging, and digital marketing across highly regulated industries. Proven history of creating high-impact, audience-driven content strategies that enhance brand visibility, ensure compliance, and support long-term business goals.

- ✓ Expert in transforming complex, technical information into clear, engaging content for web, email, blogs, and internal platforms
 - ✓ Adept at aligning content with SEO best practices, accessibility standards, and brand voice across multi-channel campaigns
 - ✓ Strong collaborator with cross-functional teams including UX, legal, and marketing to deliver cohesive, user-centric content in deadline-driven environments
-

CORE COMPETENCIES

Digital Copywriting • SEO Content Strategy • Brand Voice & Messaging • Longform & Shortform Content
Content Planning & Editorial Calendars • On-Page SEO Optimization & Keyword Research • Strong Writing & Editing Skills
CMS Platforms (e.g., AEM, WordPress) • Email Marketing Campaigns • B2C/B2B Content Marketing • GTM Strategy
Cross-Functional Team Collaboration • Editorial Standards & AP Style • Marketing Automation Tools (e.g., HubSpot)
UX Writing & Web Content Strategy • Regulated Industry Communications • Performance Metrics & Reporting

PROFESSIONAL EXPERIENCE

Program Manager **Sept 2024 – Present**

Victory Village (Non-Profit STEM Organization) **Houston, TX**

- Develop outreach content, brand messaging, and stakeholder communications for government and community partners, ensuring alignment with program objectives and digital accessibility standards.
- Foster relationships with executive leadership and cross-sector stakeholders to support inclusive campaigns and provide responsive communication, contributing to successful program delivery and high stakeholder satisfaction.

Senior Content Marketing Specialist **Feb 2017 – Jul 2024**

Direct Energy Canada (Subsidiary of NRG) **Remote**

- Created high-converting content across emails, landing pages, blogs, and multi-channel campaigns mapped to business goals and funnel stages.
- Produced SEO-optimized content that contributed to a 14% lift in organic traffic and an 8% boost in domain authority.
- Collaborated with product marketing and brand teams to develop messaging for internal and external communications, campaign assets, and product-focused content.
- Worked cross-functionally with legal, compliance, UX, and marketing stakeholders to ensure content accuracy, brand consistency, and accessibility.
- Used tools like GA4 and Adobe Analytics to monitor content performance across distribution channels and inform ongoing optimization.

- Contributed to customer retention efforts by developing post-sale content and lifecycle messaging in partnership with customer success teams.

Digital Conversions Analyst – Content Marketing

Jan 2015 – Feb 2017

Direct Energy

Houston, TX

- Executed content optimization strategies—including technical SEO enhancements and HTML-based landing pages—to improve engagement, search visibility, and cross-device user experience.
- Used market research and social media analytics to guide content creation and program development, optimizing marketing performance and ROI.
- Localized marketing content for U.S. and Canadian audiences by applying multicultural content strategy and keyword targeting, aligning messaging across design, compliance, and product teams.
- Created internal content resources for intranet and employee engagement platforms, supporting internal branding and communication initiatives.
- Managed compliance reviews to ensure alignment with legal and regulatory standards, collaborating with stakeholders to develop content for digital customer journeys and conversion funnels.

HEALTHCARE EXPERIENCE

Marketing Specialist

Mar 2008 – Nov 2008

Baylor College of Medicine (Clinical Research Department)

Houston, TX

- Wrote HIPAA-compliant patient and provider content for clinical services and research trials, ensuring medical accuracy and ethical alignment with healthcare communication standards.

EARLY CAREER EXPERIENCE

Digital Operations Analyst (Contract) – Direct Energy

Apr 2014 – Jan 2015

Sales Support Analyst (Contract) – GDF Suez Energy Resources

Jan 2013 – Jan 2014

Account Executive – Patrick Henry Creative Promotions

Jun 2010 – Aug 2012

EDUCATION

Bachelor of Science in Advertising

University of North Texas – Denton, TX

TECHNICAL SKILLS

Content Management Systems (CMS): WordPress, Adobe Experience Manager (AEM), Drupal

SEO & Content Optimization Tools: BrightEdge, SEMrush, Screaming Frog

Analytics Platforms: Google Analytics, Adobe Analytics

Marketing Automation & Social Tools: HubSpot, Mailchimp, Hootsuite

A/B & Multivariate Testing: VWO (Visual Website Optimizer)

AI Writing & Content Tools: ChatGPT, Jasper

Project Management, Collaboration & Communication: Workfront, Jira, Trello, Slack (familiar)

Design & Visual Content: Adobe Creative Suite, Canva, Figma

Writing & Editing Tools: Grammarly, Microsoft Office Suite (Excel, Word, PowerPoint)

Web Development (Basic): HTML, CSS, Dreamweaver