





Michelle Pizzo

Creative Marketing Leader

A self-motivated marketing professional, team leader and trainer with extensive hands on experience. Skilled at developing workflows to drive faster content production with better quality, and improved results. Highly adaptable to new industries and challenges. Able to work cross-functionally with key stakeholders, customers, and partners. Previous experience in successful agency ownership and content strategy for tech startups.

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 Petaluma, CA

 michellepizzo.com

AREAS OF EXPERTISE

Content strategy and production, copywriting and editing, community building, data stories, data visualization, event marketing (live and online), leadership, mentoring, and team building, partner co-marketing programs, project management, reporting and analytics, social media marketing

WORK EXPERIENCE

Senior Manager, Content Marketing

ZoomInfo

09/2021 - 06/2023

Remote

- Grew organic blog traffic volume by 20% and quality by 16% YoY with strategic content planning
- Influenced over \$32M in pipeline opportunities with full-funnel content production
- Produced blogs that ranked Google's #1 and featured snippet positions for target keywords
- Achieved best month in company history for OperationsOS demand generation goals (MQLs)
- Influenced international ACV growth of 80% YoY with country-specific content
- Successfully managed the content strategy for 4 interrelated product lines and personas

Director of Content Marketing

EverString

09/2019 - 11/2020

San Mateo, CA

- Increased MRR 14% in Q1 by enabling the sales team with more content and a content finder tool
- Generated 35% more social engagement by organizing and posting relevant content
- Increased target web traffic by 100% with a regular content publication process
- Established 2x faster content production with a cross-functional workflow system
- Ranked on Inc. 5000 List for audience awareness and brand building

Owner, Head of Marketing

Pizzo Designs

03/2014 - 09/2021

San Mateo, CA

- Achieved 60% social follower growth, YoY with a community-oriented content strategy
- 5x more audience engagement with real-time social monitoring, responding, and collaborating
- Reduced cost-per-click by 25% using paid ad optimization efforts, like better keyword targeting
- Established email marketing programs and trained team members on how to manage them

FAMILIAR TECHNOLOGY

ActiveCampaign, Adobe Suite, Asana, Canva, Confluence, Drift, Generative AI, Google Analytics, Google Search Console, Google Suite, HTML, HubSpot, Jira, Marketo, Salesforce, Seismic, Semrush, Smartsheet, Tableau, WordPress

EDUCATION

MBA, Marketing Degree

Notre Dame de Namur University

08/2017 - 09/2019

Belmont, CA

Bachelor of Science Degree

California State University, Sacramento

08/2003 - 05/2011

Sacramento, CA

CERTIFICATIONS

HubSpot Inbound Marketing

HubSpot Academy

09/2023

Semrush SEO Toolkit

Semrush Academy

05/2022

AWARDS & RECOGNITION

'Zoomie' Team Award Nominee

ZoomInfo

10/2021

Customer Service Excellence Award Winner

TEAM SOS

08/2010

FEATURED PROJECTS

Free Data Test Offer

EverString

4-month project

- **Objective:** Engage IT, data, and sales leaders at Fortune 500 brands
- **KPIs:** # of target accounts engaged; \$ pipeline opportunities generated
- **Strategy:** Position competitively; ABM approach to high-fit accounts
- **Plans:** Pillar content piece, targeted campaigns, nurture emails, roundtable event
- **Offer:** Exclusive data quality evaluation and executive summary

Results:

- \$16M+ pipeline influenced
- 3x more target engagement

Quarterly Content Production Process

ZoomInfo

6-month project

- **Objective:** Establish a cross-functional content marketing workflow
- **KPIs:** Content production speed, quality, and performance
- **Strategy:** Overhaul existing steps with a formalized content marketing approach
- **Plans:** Discovery, documentation, templates, training, pilot with iterations, performance reports

Results:

- A comprehensive content system
- 100% increase in target traffic

HOBBIES

Animals, cooking, hiking, interior design, running, traveling, volunteering