

# Shelby Smith

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3790 S Lisbon Ct, Aurora, CO 80013

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## PROFESSIONAL SUMMARY

Goal-driven **Senior Content Developer** with nationwide marketing experience. Skilled at using generative AI tools to curate robust, high-ranking content without compromising voice or quality. Exceptional storyteller helping organizations develop an authentic identity through effective and holistic marketing strategies. My creative eye for detail and diverse experience in law and healthcare empowers me to help clients achieve their unique goals in the digital era.

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## KEY COMPETENCIES

SEO & keyword research  
Content creation & editing  
Piloting AI technologies

Client relations  
Social media marketing  
Detail-oriented & organized

Creative storytelling  
CRM management  
Website building & design

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## PROFESSIONAL EXPERIENCE

### SCORPION CO.

*Senior Content Developer*

**July 2022 - Present**

*Valencia, CA (Remote)*

- Delivered high-ranking geo pages, blogs, and service pages to support marketing objectives.
- Consistently **ranked as the top performer** for production and quality on a content team of 30+ writers.
- Implemented best SEO practices to plan and develop compelling content for clients.
- Monitored and analyzed web traffic and key performance indicators to identify areas for improvement.
- Utilized a client-centric approach to **fulfill 35+ deliverables/month** for a personal set of clients.
- Applied a trusted self-editing process to ensure all content is factual and reflects an appropriate tone.

### UNSILENCED MOVEMENT

*Founder & Director*

**March 2023 - Present**

*International (Remote)*

- Independently built, designed, and launched new website with 10+ high-ranking content pages.
- Planned and executed effective marketing strategies and email campaigns to boost engagement in over 40 countries while **increasing organic search traffic by 127%**.
- Wrote and optimized compelling content to rank in SERPs and **elevate organic search rankings from an average position of 28.4 to 3.1** within the quarter.
- Increased monthly site sessions from **15/month to 3,500+/month**.

### ROKRBOX, INC.

*Chief Marketing Officer | Client Relations Manager*

**Aug 2020 - June 2022**

*College Station, TX*

- Generated more than \$1.3K in commission for nationally acclaimed real estate clients.
  - Developed strategic marketing campaigns to **increase traffic by 3% above** the national average.
  - Managed a personal set of real estate clients by developing customized conversion strategies.
  - Maximized client investment by reviewing performance in weekly coaching calls.
  - Spearheaded recruiting initiatives through department leadership to resolve staffing shortages.
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## EDUCATION

B.A. in English at Texas A&M University, 2021