

Kevin Dooley

Senior Content Marketing Manager and Copywriter

Expert storyteller and content producer focused on performance with a passion for helping brands connect to, and engage with, their audiences.

- Regularly hits 2-4x click, engagement and lead goals
- Creates inclusive storytelling to drive audience growth, engagement and retention
- Experience managing junior copywriters, agencies and production processes

EXPERIENCE

Content Marketing Manager, Contract | Meta | Austin, TX | 03/2022 – 03/2023

- Demand gen and growth campaign content netted 2x SQO and adoption goals
- Content produced across demand gen, nurture and partners/sales generated 29k leads
- SEO blog strategy for business.whatsapp.com/blog secured 1M views in 7 mo
- Managed copywriters and external agencies for both content and research production

Enterprise Copywriter, Contract | Indeed | Austin, TX | 02/2021 – 03/2022

- Developed voice, tone and style for enterprise product lines and content
- Content exceeded cross-functional partner objectives while building the brand story
- Led messaging for Work Happiness and Indeed for Military products

Content Marketing Manager, Contract | Medely | Los Angeles, CA | 07/2020 – 01/2021

- Set brand vision, voice and tone across all touch points including UX, Marketing, Social
- Lifecycle campaign increased fully onboarded workforce by 25%
- Search optimized content grew traffic 3x YoY

Academy Copywriter, Contract | Indeed | Austin, TX | 02/2020 – 04/2020

- Developed web copy and video scripts for a recruiter-focused e-learning platform
- Worked cross-functionally with product, editorial and creative

Lead Copywriter & Content Manager, Contract | Workrise | Austin, TX | 06/2019 – 02/2020

- Optimized SEO, tracked analytics and grew social audience by 12% YoY
- Grew B2B MQLs by 10x through persona development and tailored content
- Led insight-based campaign and growth initiative planning
- Codified and evolved voice, tone and style for existing brand identity

Copywriter & Content Strategist | Rackspace | San Antonio, TX | 04/2015 – 06/2019

- Led brand management and activation, served as brand agency liaison
- Developed content strategy to optimize retention, growth, sessions and impressions
- Produced creative content for external events, campaigns and webinars
- Copy edited and project managed marketing materials, videos and social channels

EDUCATION & TRAINING

- MBI | Bachelor of Arts: Communication | 12/2004