

CHRISTINE HALE

St. Petersburg, FL

cmhcommunication.com

Education

BA, English - Creative Writing, Florida State University

Certifications

Pragmatic Marketing, Pragmatic Institute, 2023
Account-based Marketing, ITSMA, 2022

Assessments

Search Engine Optimization Expert, [Indeed](https://indeed.com), 2020

Technology Skills

Wordpress
Marketo
Salesforce
Hubspot
ActiveContact
Constant Contact
Mail Chimp
Adobe Photoshop, Illustrator, Dreamweaver & InDesign
Zapier
Unbounce
SEO: SEMRush, Yoast, Ahref
Social Media: Hootsuite, Sprout Social, Tailwind
Canva
Storyblocks
Wistia
YouTube
Vimeo
eCommerce
Google Ads, Analytics, Docs, & Meet
Slack
Microsoft Teams & Office Suite
Confluence
Jira

EXPERIENCE

Freelance, 2004 - current

Assist clients with advertising and marketing campaigns, launches, events, social media, website development, scriptwriting, SEO/SEM, UI/UE, public relations, and more utilizing more than 20 years of proven experience.

Senior Manager, Content Marketing, Ricoh USA, 2022 - 2023

Created marketing content for Ricoh's healthcare and education solutions, including writing case studies, eBooks, infographics, presentations, webinars, white papers, website articles, and more. Partnered with The Harris Study and TechTarget on consumer research and content syndication.

Communications Manager, DIGARC, 2018 - 2020

Grew 2019/2018 y/y demo requests 106%, webinar attendance 90%, website traffic 27%, MQLs 32%, and LinkedIn Followers 900%. Managed social media, public relations, event planning, web development, and writing and design of emails, graphics, etc. for higher-education SaaS company. Developed testimonials, case studies, and other collateral for all phases of the customer journey.

Copywriter, Tech Data, 2012 - 2016

Won three Tampa Bay Advertising Federation Gold Addy Awards as copywriter for in-house advertising agency servicing clients including Apple, Dell, Lenovo, Microsoft, Verizon, and other high-profile tech clients. Wrote feature articles for *The Authority Magazine* targeted at technology resellers, wrote lead gen content aimed at consumers, and worked on global re-brand team including creating website content, style guide, on-site branding for multiple offices, and global launch planning.

Director of Education and Outreach, Florida Organic Growers, 2008 - 2011

Managed four staff, volunteers and interns for sustainable ag non-profit, reporting to Executive Director. Served on boards of Alachua County Nutrition Alliance and Alachua County Healthy Communities Initiative. Produced all marketing including designing logo and writing and designing website, emails, print collateral, social media, etc. Secured press coverage from local and national media including writing press releases and performing interviews for TV, radio, newspaper and magazine outlets. Wrote and managed grants from USDA, EPA, FDACS, Farm Aid, Newman's Own, Yes to Carrots, and other agencies, foundations, and private donors.

Director of Marketing and Public Relations, Harn Museum of Art, University of Florida, 2005 - 2008

Increased Harn Museum of Art visitation by more than 20% and gift store sales by 10%. Served as creative director for the Harn Museum's marketing and advertising including exhibition catalogs, digital marketing, social media, annual reports, and fundraising collateral. Participated in writing awarded Institute for Museum and Library Sciences grant for digitization of museum collection. Wrote press releases, served as company spokesperson, and garnered press in publications such as *The Miami Herald*.