

Ellie Baldini

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Raleigh, North Carolina

EDUCATION

Wake Forest University

Bachelor of Arts in
Communication with a
Concentration in Media Studies
and a Minor in Journalism

SKILLS

- Team leadership and management
- Content strategy
- Digital marketing
- SEO
- Revenue operations
- Client / partner relations
- Creative / content operations
- Writing & editing
- Business development

I'm a passionate and versatile **creative director and content strategist** with a background rooted in the art of storytelling. My specialty is delivering **measurable business outcomes** through sound content strategy.

WORK HISTORY

Head of Content | Pillar4 Media

January 2020 - Present | pillar4media.com

- Leads a cross-functional department of content marketers; writers; editors; revenue analysts; and SEOs
- Manages a portfolio of partners ranging from lifestyle publications to niche specialty outlets
- Oversees digital marketing, SEO, and content production / operations including long- and short-form editorial, email, social, video, and other omni-channel campaigns
- Partners with key senior leadership stakeholders to expand existing partnerships and actively engage new ones
- Drove over 10x revenue growth and grew team by 5x during first year of operating business unit
- Consistently delivers measurable business impact by outperforming KPI goals, including traffic, RPV, CTR, CVR, and revenue

Associate Creative Director | Centerline Digital

March 2018 - January 2020 | centerline.net

- Led the execution of accountable creative designed to achieve business objectives by reaching the right audience at the right time with the right message
- Oversaw content from concept to completion through collaboration with art directors, designers, editors, composers, and developers
- Partnered with accounts team members to lead and grow multiple client engagements
- Elevated creative work and new idea pitches by presenting clients with context and rationale informed by an in-depth knowledge of their business needs, industry trends, and target audience

Content Marketing Manager | InMotionNow

Feb. 2016 - Dec. 2017 | inmotionnow.com

- Drove engagement via dynamic, multimedia content program
- Developed organic, demand-gen, event, product, PR/editorial, and social media content strategies
- Owned and oversaw ongoing thought leadership program

Account Executive, Walmart | Pace Communications

Sept. 2014 - Feb. 2016 | paceco.com

- Strengthened relationships with key Walmart clients
- Executed corporate priorities with targeted campaigns
- Managed creative team of 25+ designers and editors