

L.C. GRAF-JUAREZ

CONTENT AND MARKETING AUTOMATION

972-333-3109

LCGraf@yahoo.com

www.LCink.me

WORK EXPERIENCE

Nov. 2020 - Present, **OxBLUE, a Part of Hexagon**

Senior Content Marketing Manager (B2B SaaS)

- Achieved a consistent 10% website form contact-to-customer conversion rate for B2B SaaS company
- Developed targeted content streams for a CRM of 500,000+ contacts, leveraging user behavior to tailor communications and enhance click-through rates
- Directed end-to-end execution of both account-based and broad-reach marketing campaigns, integrating web, blogs, social media, email campaigns, and print materials
- Acted as project manager and lead strategist for 8-person team, providing calendars, briefs, and prompt feedback
- Enhanced sales enablement through custom sequence triggers, persona-based messaging, and training programs for sales teams
- Increased social media following by over 1,000 followers month-over-month for 12 months, boosting engagement metrics by 200%
- Served as HubSpot Enterprise administrator for all marketing and service operations, leading changes for optimized performance
- Defined and tracked key performance indicators including attribution, conversion and engagement; presenting annual content reports for executives
- Collaborated closely with Revenue Operations, Sales, Product, Customer Service, Strategic Accounts, and Development to drive growth
- Built retargeting campaigns through social media, Google Ads, and programmatic advertising, increasing lead conversion rates
- Leveraged market research and user insights to refine content strategy, resulting in measurable improvements in engagement and conversions
- Directed, edited, and scripted all video content, ensuring brand consistency and effective storytelling

Oct. 2017 - Nov. 2020, **Assurant INC**

Lead Senior Copywriter, Global Home (B2B2C AND B2C)

- Served as sole writer for three multibillion-dollar lines of business for a Fortune 500 company, collaborating with leading global property management companies, mobile service providers, and the U.S. federal government
- Managed over 20 projects per week and more than 200 projects per quarter across lines of business as both individual contributor and team lead
- Scaled B2B, B2C, and B2B2C digital and print marketing content, implementing a unified brand voice across communication streams for an audience of millions
- Assisted in developing the value proposition, marketing strategies, and franchise communications for technology-based brands, as well as creating tech guides and training materials for external clients
- Led the complete renovation of consumer sales site content, including the development of email campaigns, content resources, and client communications
- Crafted Assurant Specialty Property's event strategy for industry conferences, including email drip sequences for sales leads, gift giveaways, and pre-event/post-event engagement materials
- Helped craft the Assurant Brand Guidelines as well as set readability standards for measuring performance
- Edited technical guides, corporate reports, compliance reports, legal documents and other sensitive materials

EDUCATION

UNIVERSITY OF IOWA

Bachelor of Arts,
**Journalism and Mass
Communications**

Bachelor of Arts,
English (Writing)

Bachelor of Arts,
Religious Studies

ACHIEVEMENTS

300+

Pieces of content in 1 year

1,000+

Followers per month for 12 months

300%

Increase in social media following within 6 months

200%

Increase in social media engagement within 12 months

150%

Increase in sales qualified leads in 12 months

10%

Contact-to-Customer website conversion rate

WORK EXPERIENCE

Aug. 2017 - Dec. 2020 **Scribe CHS**

Digital Content Strategist (B2B2C)

- Increased consumer engagement by 200% on average for each client by producing and executing social campaigns on Facebook and Instagram
- Lead all digital content work for B2B and B2C, such as editorial calendars, social advertisement strategies and content offers for a variety of industries such as: construction, recycling, decorative air vent covers, modular docks, sunglasses manufacturers and marinas
- Developed SEO-optimized blogs and landing pages for all clients
- Wrote press releases and product launch information
- Crafted long-term content strategy with social media influencers and ambassadors for continued growth
- Created and managed email drip campaigns that increased sales and brand awareness
- Built systems and content growth plans for all clients

May 2015 - June 2017 **EMyth, Worldwide INC**

Marketing Content Lead, Social Media Manager (B2B)

- Increased sales qualified leads by 150% in 1 year by conceptualizing and executing inbound marketing collateral in the form of quizzes, blogs, mini-sites, email drips, targeted advertisements
- Improved customer engagement by 200% within 3 months by developing and implementing a B2C social media strategy
- Developed B2B strategy guides for hiring, position agreements, organizational chart guides, and evergreen campaigns averaging 5 emails and 1 new content offer a week
- Produced, edited and story-boarded first company podcast for an entire season
- Interviewed clients and created case studies and testimonials

2014 - 2015 **Amperage Marketing**

Digital Project Assistant (B2B)

- Crafted client presentations, worked on client collections and renewal strategies, organized client data needs

2014 **The Journal Eureka**

Reporter, Editor of Travel & Services

- Winner of Statewide Newspaper Association Awards for Breaking News Reporting category

2013 **The Gazette**

Web Media Assistant

- Transitioned content to new website hosting platform, optimized articles

VOLUNTEER

2023 - Present **Court Appointed Special Advocate for Foster Children**

2018 - 2020 **Event Organizer for Make-A-Wish**

2016 - 2017 **Listo Volunteer for Headstart**

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CERTIFICATIONS

Hubspot

Inbound Marketing Certification

Hubspot

Super Admin Certification

SKILLS & PROGRAMS

Marketing Automation
Content Creation
Digital Engagement
Account Based Marketing
B2B Marketing Tactics
Inbound/Outbound Sales
Enablement
Email Development
SEO, GDPR Compliance
Social Platforms

Hubspot - Enterprise
WordPress
GoDaddy
SalesForce
Viewpoint

Microsoft Clarity
BrightEdge
SEMRush
Meta Business Center
LinkedIn Ads
ZoomInfo

Adobe Photoshop
Adobe InDesign
Canva

Robohead
Asana
Google Workspace
Slack
Jira
Confluence
Saleshood

REF E R E N C E S

Alison Hough - Email Marketing Specialist at Monterey Bay Aquarium

Former Manager and Advisor

#971-344-3499

“I had the pleasure of being L.C.’s manager while she was a Marketer and Copywriter at EMyth. She’s incredibly detail-orientated, creative, systems-minded and hard working. She always goes the extra mile to make sure a job is done (and done right). L.C. is a valuable asset to any team that cares about collaboration. You’d be hard-pressed to find a more charismatic and enthusiastic employee, and her talent speaks for itself. I’m confident she’d be an asset to any company who would be lucky enough to hire her.”

Taylor Kamarjian - Digital Marketing Manager at OxBlue

Co-leading Teammate

#770-715-5222

“L.C. is an impeccable writer and organizational leader. She is an expert in Hubspot Automation and has improved our time to conversion across our pipelines. Her content is highly-engaging and consistently drives strong organic traffic to our website. I have worked with her on two website overhauls, countless campaigns, and email pipelines, and she has never failed to deliver. She is a strong communicator, excellent strategist and a valuable teammate.”

Giselle Berman - Senior Marketing Copy Editor at Assurant

Creative Editor

#954-646-3447

“Without a doubt, L.C. is the hardest-working professional I have known. She is not only a gifted content developer, but also flexible in that she proves her talent through her work no matter the subject. For every project, L.C. takes it upon herself to become an SME so she can do it justice. L.C. has created the framework for Fortune 500 marketing and sales strategies and materials, expertly crafting conference plans, communications, websites, social media posts based on SEO best practice and more. Apart from her dedication and expertise, she's extremely personable and a delight to work with. I could not recommend her enough.”

Additional References Available Upon Request