



## Ian Helms

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### **Professional Experience**

#### **Director of Content Marketing | [Wpromote](#) | January 2022 – Present**

*Clients span B2B and B2C and include or have included audio/visual, automotive, construction, e-commerce, education, fashion, food and beverage, hospitality, luxury retail, not-for-profit, new business, and pharmaceuticals.*

- ▶ Mentor, train, and empower a growing team of 10 junior and senior managers.
- ▶ Developed new methods for monthly department programming and manager development.
- ▶ Spoke about inclusive marketing and interactive content at brightonSEO's [MeasureFest and Spring 2022 conference](#).
- ▶ 2021 Finalist - [Digiday](#) - Zenni [Face Shape Quiz](#).

#### **Associate Director of Content Marketing | [Wpromote](#) | October 2020 – Present**

- ▶ Drive cross-channel content amplification strategies and manage content development for six clients—averaging 60 pieces of written content per month.
- ▶ Ideated and tested a (now evergreen) paid social brand campaign that consistently drives less than \$0.15 CPLV and up to 50% lower retargeting CPAs than the previous paid social program.
- ▶ Created department training, pricing, process, and deliverable set to increase incremental interactive content upsells.
- ▶ Spoke about Content Marketing strategies at brightonSEO's [SERP Analysis Summit](#).
- ▶ 2021 Finalist - [The US Search Awards](#) - Predicting Future Content ([and the Future is Bananas](#)).
- ▶ 2021 Finalist - [Content Marketing Awards](#) - Brinks Home Secures Max Organic Search Traffic to Blog.

#### **Senior Content Marketing Manager | [Wpromote](#) | January 2020 – September 2020**

- ▶ Predicted the COVID-19 banana bread trend by comparing US recipe search trends to Italy's—resulting in the development of a [banana recipes listicle](#) that's generated more than 1,000,000 organic sessions in one year.
- ▶ Developed an [interactive quiz](#) for a client which resulted in more than 100,000 completions and \$500,000 in assisted revenue during its first year live.
- ▶ Grew a B2B client's organic blog sessions by 212% (7,624 vs. 2,443) in one year.

- ▶ Recipient of 2020 Culture Award for "who embodies 'Make Mondays Suck Less,' inspires you to come to work, cheerleader, rallies team and house participation."

- ▶ 2020 Finalist - [Content Marketing Awards](#) - [A Fruitful Thanksgiving menu builder](#).

### **Content Marketing Manager | [Wpromote](#) | June 2018 – December 2019**

- ▶ Creator and Chair of WproPride, Wpromote's LGBTQ+ employee resource group.

- ▶ Contributed to Wpromote's thought leadership efforts including the [Wpromote blog](#), virtual events, and a top-downloaded [Keyword Research & Content Pillar](#) white paper.

- ▶ Developed a Content Inventory Analysis that generated incremental revenue as a standard client deliverable after demonstrated success across various clients/industries.

### **Content Strategist | [Envoy Global](#) | September 2017 – June 2018**

- ▶ Rebuilt the [company website](#) and strategically reorganized the site's information architecture.

- ▶ Co-led the creation of Envoy's 2018 Immigration Trends Report and [microsite](#), a summary of a nationwide survey sponsored by Envoy and performed in conjunction with The Harris Poll.

- ▶ Managed a team of direct reports including a copywriter, designer and various freelancers.

- ▶ Developed an advocacy program and built relationships with global partners, HR influencers and other organizations to generate new content, expand reach and acquire 50+ case studies.

### **Communications Strategist | [bswift, An Aetna Company](#) | September 2015 – September 2017**

- ▶ Served as communications chair for and led rebranding of [Idea Exchange](#), bswift's annual client conference, which received its highest NPS score in the event's 14-year history.

- ▶ Chair of Angle and bYourself LGBT+, Aetna's and bswift's LGBTQ+ employee resource groups.

### **Digital PR Intern | [MSLGROUP, A Publicis Groupe Company](#) | January 2015 – July 2015**

## **Freelance Experience**

[Virtual Event Site](#) | Website Design & Development, Analytics

## **Certifications**

SEMrush Content Marketing Toolkit Exam | [SEMrush](#) | September 2020 – September 2021

Social Media Marketing: Strategy and Optimization | [LinkedIn](#) | May 2020 – Present

BrightEdge Certified Professional | [BrightEdge](#) | July 2018 – Present

BrightEdge Content Marketing and SEO Industry Certification | [BrightEdge](#) | July 2018 – Present

Writing Ad Copy | [LinkedIn](#) | June 2017 – Present

Advanced Google Analytics | [Google](#) | July 2018 – July 2020

## **Additional Content, SEO, Digital Marketing Skills & Abilities**

**Proficient with:** Act-On, Adobe Illustrator, InDesign and Photoshop, Ahrefs, Asana, BrightEdge, CSS, Elementor, Facebook, Google Analytics, DataStudio, Docs, Slides, Sheets and Trends, GoToWebinar,

HTML, HubSpot, Instagram, Jebbit, Keynote, LinkedIn, Microsoft Word, PowerPoint, Excel and Outlook, Semrush, Technical SEO, Trello, Twitter, Uberflip, Wordpress

**Familiar with:** Google AdWords, Hootsuite, Local SEO, PHP, Pinterest, Salesforce, ScreamingFrog, SEM/PPC, Structured Data (Schema Markup)

## **Education**

**University of Wisconsin-Madison | Bachelor of Arts (B.A.) | 2009 – 2013**

**Majors:** Journalism & Mass Communication and Spanish Language & Hispanic Studies

**Emphasis:** Journalism in Strategic Communication and Reporting