

Charlene Briganty

Boynton Beach, FL

407.274.4226

charla.bri@gmail.com

[LinkedIn Profile](#)

www.charlenebriganty.com

Profile

My superpower is **identifying and transforming opportunities into successful content marketing campaigns** that increase **engagement**. I'm also **pretty good with people**. As in, **leading international teams and cross-functional collaborations** to develop and execute strategic **digital marketing, content marketing and communication** programs in both B2C and B2B environments.

As a creative, I get a kick out of trying on different industries. This has led me to work with some of the world's leading brands such as **Red Bull** and **adidas**, **B2B tech companies, international associations, start-ups** and **marketing & PR agencies**.

Skills

Content Marketing

SEO / SEM

Copywriting

Bilingual (English/Spanish)

Lead & Demand Generation

Event Management

Communication Strategy

Agency Collaboration

Experience

Communications & Content Marketing Manager, Intraway; Remote – March 2017–Present

Lead content marketing and communications efforts for B2B software company.

- **Content marketing;** manage content campaigns, editorial calendars, and content creation (webinars, videos, blog posts, white papers, eBooks, guides, case studies, infographics)
- **Copywriting and editing;** website, landing pages, email, PPC, product collateral, multi-media presentations and trade show copy
- **Digital marketing strategy;** develop and execute PPC, lead gen, demand gen and ABM programs to increase conversion and engagement through the funnel. Data analysis to optimize strategies and increase ROI
- **Communications;** lead PR efforts, supervise internal communication and social media
- **Leadership;** Mentor two direct-reports and marketing team of nine. Own the relationship with external vendors and contributors

Freelance Writer and Marketing Strategist; 2000–Present

B2B & B2C content creation; technology, marketing, security, construction, health and wellness, finance, internal auditing, insurance, business, lifestyle

Marketing Account Manager, The IIA; Altamonte Springs, FL – 2014-2016

Led marketing strategy for ten product lines totaling \$10M+. Increased revenue by 10% in one year.

- **Marketing strategy;** developed and executed brand marketing campaigns, leading collaboration across cross-functional teams. Owned relationship with internal clients.
- **Project management;** led multiple, simultaneous marketing campaigns within a marketing team of 30+. Guided graphic design and video production
- **Copywriting;** website, email, landing pages, collateral, direct mail, social media and PPC
- **Budget management;** Multi-million dollar budget management
- *Promoted from Marketing Coordinator*

Sales and Marketing Director, Teatro Amador; Panama, Panama – 2012

Developed and led the execution of sales, marketing, social media and PR strategies for cultural events space.

- **Marketing strategy;** Developed and execution of launch marketing plan, branding guidelines and PR
- **Relationship management;** led successful relationships with sponsors, brands, media and opinion leaders
- **Leadership;** supervised and mentored marketing and promotions team of 15

Communications Coordinator, Red Bull; Bogota, Colombia – 2010-2012

Led editorial communication and media relations in 12 countries.

Achieved over \$15M in media coverage annually and averaged 900% ROI on media trips

- **Content creation;** produced regional brand content including blog posts, videos, photo stories and press releases
- **PR;** Managed media relations and placement of brand content
- **Leadership;** Managed, trained and mentored communication team of 12
- **Digital marketing strategy;** Developed and executed B2C creative strategies that increased website visits by 300% in five months
- *Promoted from Communications Assistant in Panama*

Education

University of Sacred Heart; Santurce, Puerto Rico – BA, Communications
Cum Laude, 2009

Certifications

HubSpot Inbound & Content Marketing Certificates