

# Ryan Cordoni

Content Marketer, Strategist, & Creator

📞 604.704.4684 ✉️ hello@ryancordoni.me

📁 Portfolio Website 👤 LinkedIn Profile

Hi 🙌 I'm Ryan from Vancouver, Canada:

Seasoned **Content Marketer**, Data-Driven **Content Strategist**, & Versatile **Content Creator**.

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| <ul style="list-style-type: none"><li>• Storytelling &amp; Messaging</li><li>• Segmentation &amp; Targeting</li><li>• Tracking &amp; Analytics</li><li>• Project Management</li><li>• Leadership &amp; Collaboration</li></ul> | <ul style="list-style-type: none"><li>• Content Calendar Planning</li><li>• Cross-Channel Content Strategy</li><li>• SEO Audience Keyword Research</li><li>• Competitive Content Analysis</li><li>• Content Auditing &amp; Gap Analysis</li></ul> | <ul style="list-style-type: none"><li>• SEO Content Writing</li><li>• Persuasive Copywriting</li><li>• B2B &amp; B2C Content</li><li>• Email Content Writing</li><li>• Graphic Design</li></ul> |

## Content Marketing & Creation Expertise

★★★★★	Email	Campaigns, Newsletters, Transactional, Writing, Editing
★★★★★	Design	Graphic Design, Print Design, Email Design, Blog Design, UX
★★★★★	Podcasts	Production, Recording, Editing, Writing, Research, Promotion
★★★★★	Blog Posts	SEO, Research, Planning, Writing, Editing, Content Briefs
★★★★★	B2B Content	Ebooks, White Papers, Product Pages, Sales Enablement, GTM
★★★★★	Case Studies	Interviewing, Writing, Design, Editing, Outreach
★★★★★	Video Content	SEO, Keyword Research, Planning, Video Briefs, Editing
★★★★★	Social Content	Planning, Content Repurposing, Profile Design, Automation
★★★★★	Landing Pages	Research, Writing, Editing, Wireframing, Conversion Optimization

## Work History

**Content Marketing Manager @ Strategy 11 | Remote | May 2022 – May 2023**

🏠 Leading growth in WordPress software via B2B content, SEO, & targeted email campaigns

- **Content Marketing:** Editing, Team Leadership (4 Members), Brand Voice, Project Management
- **Content Strategy:** SEO & Campaign Planning, Audience Research, Content Calendar, Analytics
- **Content Creation:** SEO Writing, Blog Articles, Feature Pages, Landing Pages, Email Writing

### Highlighted Achievements

- Content strategy grew overall traffic by 32% & increase total revenue by 25% YOY.
- Led 4 content creators, guiding them to make high-ranking SEO content in Google & Youtube.
- Resurrected latent email campaigns, increasing open rates by 53% to an avg of 31% per email.
- Maintained high multimedia output as managing editor of 4 distinct software products.

**Content Marketing Manager @ Loop Returns | Remote | May 2021 – Jan 2022**

📝 B2B content marketing, writing, & strategizing in the fast-paced world of E-commerce SaaS

- **Content Marketing:** Content Strategy, SEO Writing, Email Writing, Project Management
- **Content Strategy:** SEO Research & Planning, Brand Voice, Content Calendar, Audience Research
- **Content Creation:** SEO Writing, Blog Articles, Feature Pages, Landing Pages, Email Writing

### Highlighted Achievements

- SEO & content marketing efforts increased organic traffic by over 250% in a single quarter.
- 70% of articles written ranked in the top 3 for highest value target keywords.
- Increased avg time on page by 70%+ over Q2 & another 30%+ over Q3.

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## Content Team Lead @ Strategy 11 | Remote | Jan 2020 – Apr 2021

 B2B SEO content writing, strategy, research, & digital marketing in the WordPress software industry

- Content Marketing: Content Strategy, SEO Writing, Email Writing, Project Management
- Content Strategy: SEO Planning, Team Leadership (1 Member), Audience & Keyword Research
- Content Creation: SEO Writing, Blog Articles, Feature Pages, Landing Pages, Email Writing

### Highlighted Achievements

- Created SEO domain strategy that got the homepage to the top 5 for high-value target keywords.
- 90% of articles written have landed on page 1 of Google for the main target keywords.
- Planned & created content that grew traffic 25% & contributed to revenue growth of 20% YOY.

## Marketing Team Lead @ Cruise Connections | Vancouver | Sept 2018 – Nov 2019

 B2C content marketing powered by targeted email campaigns in the travel industry

- Content Marketing: Project Management, Email Marketing, Buyer Personas, A/B Testing
- Content Strategy: Campaign Planning, Team Leadership (2 Members), Audience Research
- Content Creation: Email Writing, Email Design, Website Copy, Social Content, Advertising Copy

### Highlighted Achievements

- Generated over \$45 million in revenue primarily via email, supported by digital ads & social media.
- Grew email list by 8000+ subscribers in 1 year using online contests & on-site lead capture.
- Increased qualified leads by 250% over the previous year.

## Content Marketing Specialist @ Kumon | Vancouver | Jan 2017 – Jun 2018

 B2C & B2B content creation & digital marketing in the education industry

- Content Marketing: Brand Voice, Project Management, Google Analytics Reporting
- Content Strategy: SEO Planning, Audience & Keyword Research, Retail Promotion Strategy
- Content Creation: SEO Writing, Blog Articles, Retail Advertising Copywriting, Print Design

### Highlighted Achievements

- Blog content created increased online conversions by over 500% YOY.
- Devised marketing strategies that increased growth by 8% within 1 year Canada-wide.
- SEO and social media promotion efforts increased organic traffic by over 200%.

## Marketing Manager @ Richway Tech | Vancouver | Mar 2016 – Jan 2017

 B2B Marketing content & strategies for digital marketing agency clients.

## B2B Project Manager @ EIE Institute | Taipei | Sep 2009 – Feb 2016

 Project management & B2B content creation for multinational business consulting clients.

## Education

### College

Marketing Management Diploma of Technology  
British Columbia Institute of Technology / 2007

Graphic Design Associate Degree  
Sessions School of Design / 2008

 [View my professional certifications →](#)