

Patricia Balistreri

Marketing Manager

pat.balistry@gmail.com
Austin, TX, USA
843-040-0026
linkedin.com/in/pat-balistreri

Marketing Manager with a Master's degree in Communications and a background in content strategy and digital marketing. Proven success in driving brand awareness and engagement through innovative marketing campaigns. Strong track record of developing and implementing marketing strategies to support business objectives.

Experience

Sr. Marketing & Sales Content Strategist · TikTok · Austin, TX, USA Nov '22 - Present

- Generated leads through content creation, resulting in a 15% growth in customer base
- Optimized landing pages resulting in a 25% increase in lead capture
- Created sales training materials that resulted in a 20% improvement in new hire ramp-up time

Global Content Marketing Manager, SMB · Substack · Austin, TX, USA Dec '21 - Oct '22

- Developed and executed a content marketing strategy that generated 50% more leads compared to previous year
- Improved website ranking from page 3 to page 1 for targeted keywords through on-page optimization techniques
- Wrote compelling product descriptions that led to a 15% increase in conversions.

Developer and Enterprise Solutions Content Marketing Manager, SMB · GitHub · San Francisco, CA, USA Mar '21 - Dec '21

- Managed social media accounts for a portfolio of 10 enterprise clients, resulting in a 25% increase in follower engagement
- Generated \$100,000 in revenue through email marketing campaigns

Digital Marketing & Community Manager · Siemens · Austin, TX, USA Jun '17 - Mar '21

- Developed and managed a blog that generated over 100,000 monthly views
- Grew email subscriber list by 50% through targeted lead generation campaigns
- Implemented a survey to gather customer feedback and preferences, resulting in a 15% increase in customer satisfaction

Education

Johns Hopkins University | Master's Degree Grad Dec '15
Master of Arts (M.A.), Communications

University of California, Santa Barbara | Bachelor's Degree Grad Dec '13
History & Cultural Anthropology D.M.

Links

My Portfolio patbalistreri.com