

CONTENT STRATEGIST | WRITER | DESIGNER

Hello, I'm Candace Bazile.

I'm a B2B content marketer with 7 years of experience creating, analyzing, and implementing brand-conscious assets. My work encompasses: creative briefs, content calendars, white papers, optimized landing page content, short and longform blog articles, search and display ad content, social media posts, emails, infographics, e-newsletters, brochures, capabilities sheets, YouTube videos and thumbnails, and sales proposals.

Experience

MARKETING MANAGER

Volatia Language Network Inc., Roanoke, VA

Helped kickoff the proposal development team by designing templates, infographics, and writing evergreen content. Increased our Domain Authority Ranking 15 points by contributing optimized content, audience research, SEO Analysis, and PPC/Display Ads.

Super Power:

- Created 3 multi-channel campaigns to raise awareness of our brand and our push to build an affiliate network through automation technology and an ecosystem of shared resources.

BUSINESS DEVELOPMENT CONSULTANT | WEBSITE DESIGNER

World Trade Compliance, Mays Landing, NJ

Initiated company registration with SAM.Gov, the federal government's proposal-based marketplace. Consulted on targeting contract opportunities and positioning the company's marketing effort online.

Super Power:

- Re-designed and optimized the WTC website, updating the site with monetized products and services.

PROPOSAL SPECIALIST – CLIENT SERVICES

Corporate Environmental Risk Management, Atlanta, GA

Conducted capture planning, analyzed environmental engineering bids, shredded RFPS and created proposal outlines. Created a wide variety of supporting graphics.

Super Power:

- Redesigned the corporate brochures, repurposing content to create ads, social media updates, event posters, and email marketing campaigns.

CONTACT

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EDUCATION

MBA – Project Management
Keller Graduate School of Management, Decatur, GA

BA - Journalism
University of Wisconsin – Milwaukee, Milwaukee, WI

Keys to Effective Editing
College of Continuing & Professional Education, Kennesaw State University, Kennesaw, GA

SKILLS

- Content Strategy
- Digital Marketing Strategy
- On and Off-Page Optimization
- SEO Writing
- Ad, Web, Social Analytics
- Content Maintenance
- Infographics | Page Design

CERTIFICATIONS



2021-CURRENT

2020-CURRENT

2018-2019

Experience Continued

2017-2018

CERTIFIED PROFESSIONAL RESUME WRITER & CAREER COACH

Evolution Coaching, Philadelphia PA

Coached resume clients at all stages of their careers to produce achievement-focused resumes, cover letters, and LinkedIn profiles. Ensured that resumes could pass applicant tracking system screenings to align with specific job requirements organically.

Super Power:

- Awarded bonus for excellent customer service, based on customer feedback.

2015-2017

QA SPECIALIST – YPSEARCH LANDING PAGES AND CONTENT

Yellow Pages (YP), Atlanta, GA

Improved small business visibility and connectivity in national markets by meticulously auditing, editing, and testing landing page content, from calls-to-action (CTAs) to page links. Wrote web copy for generic customer templates.

Super Power:

- March 2016, selected by management to write and present writing best practices to the ypSearch team in India, California, and Georgia, based on my recommendations for SEO-supported content.

2014

WEB MAINTENANCE SPECIALIST/CONTENT STRATEGIST

United Parcel Service (UPS) Contractor, Alpharetta, GA

Extended the global reach of UPS rate-based parcel delivery by increasing the usability and the UX factor of its interactive website that serves over 200 countries.

Super Power:

- Assisted with the content strategy, web content modules and coordination of language translations for the expansion of the UPS My Choice service, now available online in 14 countries.

WEAPONS OF CHOICE

- Google Search Console
- Google Keyword Planner
- Google Analytics
- Google Ads
- Google Alerts
- Google Tag Manager
- Google Tag Assist
- Google Marketing Platform
- Facebook Business Manager
- Facebook Ads Manager
- LinkedIn Campaign Manager
- LinkedIn Company Page Analytics
- Ahrefs
- Leedfeeder
- SparkToro
- BuzzSumo
- Weshare.net
- WIX Editor CMS
- WIX Editor X CMS
- Interwoven Teamsite CMS
- Drupal CMS
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- MS SharePoint
- MS Office 365
- Asana
- Trello
- Slack

Historic Experience

RESUME WRITER | DIGITAL RESUME DESIGNER

Service First Workforce Concierge, Decatur, GA 2012 – 2014

PROPOSAL MANAGER | MARKETING MANAGER

Exalt Integrated Technologies, LLC, Roswell, GA 2011 – 2012

MARKETING COMMUNICATIONS SPECIALIST

Ger Write 2 Business, Decatur, GA 2006 - 2011

ORGANIZATIONS

2021-CURRENT

DIGITAL MARKETING INSTITUTE

Certified Digital Marketing Professional

2021-CURRENT

AMERICAN MARKETING ASSOCIATION

Professional Certified Marketer

2011-CURRENT

ASSOCIATION OF PROPOSAL MANAGEMENT PROFESSIONALS

2012-2019

PARW - CC

2019-CURRENT

GEORGIA DIVERSITY COUNCIL