

# ELIZABETH C. HAYNES

## DIGITAL MARKETING LEADER - CONTENT

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Dallas-Fort Worth area | Public resume, contact info withheld | [LinkedIn](#) | [Website](#)

### Summary

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Digital marketing leader with 17 years of progressive experience in content marketing, digital strategy, email marketing and social media. I specialize in omnichannel content marketing (email, web, social) and demand generation, as well as fixing problematic copy or failing digital strategies.

### Professional Experience

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#### **Digital Marketer (Independent) | White Ocean Consulting | 2020-present**

Emphasis on authentic storytelling through copy and visuals. Areas of focus: social media marketing, website content, email marketing, blogs/articles, thought leadership, UX, SEO/SEM, professional editing and sales enablement/internal training. Specialties: IT/SaaS, healthcare, B2B.

#### **Editor-in-Chief/Founder | Indigo Sunrise | 2020-present**

Indigo Sunrise is a literary magazine focused on life, spirituality, nature, inspiration, kindness and mindfulness. It will launch in late 2020.

#### **Managing Editor, B2B Content | RentPath | 2019-2020**

*Note: RentPath declared bankruptcy on February 12, 2020 and was sold to a competitor in April.*

Editorial oversight of all B2B marketing content and email campaigns for RentPath, including positioning, creative direction, content strategy and copyediting. Project and people management for B2B marketing campaigns, content development and social media initiatives.

- After just three months at the company, I was told the content team was the best iteration it had been in the last four years.
- Just five months into my role, I sent out the highest-performing email campaign of the previous 16 calendar months.
- Just seven months into my role, I directed a promotional email campaign that influenced over \$15k in revenue and \$24k in pipeline during a very quiet month (December).
- For social media, I spearheaded a revival of our accounts and oversaw all content. Monthly LinkedIn organic reactions increased over 1000%, content shares increased by 700%, and Facebook organic reach doubled. It was the most successful our social media had ever been.
- While a director role sat vacant for several months, I served as the head of all marketing communications, met with executives on budget and strategy, and stepped in to make decisions where required.
- While a senior manager role sat vacant, I provided oversight and editorial direction for the sales enablement team and for all sales enablement collateral.

#### **Senior Writer/Consultant | White Ocean Consulting | 2009-2019**

Notable accomplishments during this period:

- Designed/managed multiple email newsletters that had open rates of 20% above the industry average.
- Grew a thriving social media presence on LinkedIn, with viral posts garnering 140k-300k+ views, others in the 30-60k range, and two at 847k and 4 million.

- Created multiple editorial calendars and managed all content and strategy.
- Ghostwrote for physicians for D Magazine and Good Morning Texas.
- Managed a team of two writers and a graphic designer on digital marketing projects.
- Ghostwrote on behalf of an executive for a book, which required no edits from the publisher.
- Wrote a complete user manual for a personal submarine.

### **Project Manager (Digital Marketing) | Gypsum Management and Supply | 2014-2018**

Provided project management for the implementation, design and deployment of more than 50 Phase I subsidiary websites, including editorial oversight of all subsidiary website content. Other responsibilities:

- Designed, wrote and managed multiple monthly newsletters for subsidiary companies with an open rate of 20% above the industry average, and a click-through rate of 4.5% above the industry average.
- Served as the main point of contact for all employees on Phase I websites to answer questions and provide support, including Wordpress administration, troubleshooting/testing, coordinating with developers on fixes and site maintenance.
- Wrote internal communications when needed including systems/process documentation, training materials and intranet content.
- Offered usability consulting and functionality testing for Phase 2 websites, which were built as e-commerce sites on AWS.

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### **Other Roles**

I have worked professionally since 2004. Please visit my [LinkedIn page](#) for more information about other roles, including additional corporate roles in technical writing and instructional design.

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### **Education**

#### **Bachelor of Arts – English (Literature), Kansas State University**

- Cum laude GPA

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### **Additional Information**

- Recommendations:  
<https://www.linkedin.com/in/elizabethchaynes/> or <https://whiteoceanconsulting.com/testimonials/>
- Book info, poetry and personal blog:  
<https://www.elizabethchaynes.com>