



# Maureen Baeck

**Address:** 4233 17<sup>th</sup> Way, Olympia, WA 98516 | **Phone:** 908-227-6991

**Email:** [maureen.baeck@gmail.com](mailto:maureen.baeck@gmail.com) **Website:** [www.maureenbaeck.com](http://www.maureenbaeck.com)

## Summary

I am an innovative, and strategically focused digital marketing professional with over ten years of marketing experience in the global digital marketing space. My unique skill set combines the technical expertise, project management, content creation, social media marketing and messaging, SEO and the strategic digital marketing skills needed to lead multichannel marketing initiatives in today's competitive marketplace.

## Skills and Expertise

- Digital content strategy
- B2B/B2C/Non-Profit website management
- Social media strategy & management
- Web design/development (HTML, CSS)
- Blog Content
- Content Management Systems (CMS):  
WordPress, Contentful, AEM  
Headed/Headless, Drupal, Joomla
- Google Analytics, SEMrush, AHref
- Taxonomy
- Agile project management
- Content marketing, writing, and editing
- Content curation
- Global project management
- Search Engine Optimization (SEO)
- Adobe Creative Suite, photo editing, video production, Canva, Figma, Airtable, Miro
- Agency, creative, and technical resource management
- Social/Email: Hootsuite, SproutSocial, Mailchimp, Constant Contact
- Prompt writing: ChatCPT, Writer.AI & Google Gemini

## Experience

### **Digital and Creative Services Manager – International Waldenstrom's Macroglobulinemia Foundation (IWMF) - Sarasota, Florida (Remote), December 2020 – Present**

- Creating engaging social media posts to drive engagement
- Writing of SEO optimized content using SEMrush tool
- Production of video content using Canva, Adobe Premiere, Adobe Rush
- Designing visual UX/UI content for web, video, email. Social media, and print
- Manage and guide virtual event planning to ensure flawless event execution end-to-end
- Project management of end-to-end webinar production
- Selection of virtual event suppliers
- **Management of the IWMF website including:**
  - Tracking and reporting Google analytics
  - UX/UI design and implementation
  - Creation of new pages to educate and inform the WM community
  - Recommending site enhancements to improve user experience and increase conversion rate

- Managing a team of offshore developers
- Site theme migration
- Designed and implemented a comprehensive taxonomy structure to optimize content categorization, retrieval, and management, leading to a 30% improvement in content discoverability and user engagement.

**Sr. Digital Content Strategist – CVS MinuteClinic, Florida (Remote), September 2022 - August 2023**

- Creating SEO optimized long and short form content and designs for the MinuteClinic. Including:
    - Value statements
    - Service and condition detail pages
    - Mobile micro copy and transactional messaging such as emails, text messages and push notifications
  - Content design of UX-specific content catering to the user’s experience/flow throughout an application for web, mobile, apps, email, and SMS
- Tools used:** Figma, Airtable, Miro
- Creating AEM Headed/Headless & Contentful content models and fragments
  - Documenting process for creating AEM models and fragments
  - Managing SEO content agencies
  - Prompt writing, evaluating and recommending AI writing tools for the CVS MinuteClinic organization

**Digital Content Specialist – Hertz - Estero, Florida - January 2020 – April 2020 (COVID-19 corporate lay off)**

**Content writing for the Hertz, Dollar, and Thrifty .com eCommerce websites including:**

- Rewriting of SEO optimized content for each brand
- Creating of location focused content
- Enhancing content to present a better user experience and increase revenue by 15%
- Recommending site enhancements to improve user experience and increase conversion rate
- Blog post writing on travel for the Hertz, Dollar, and Thrifty brands

**Web Content Writer - Rutgers University (Contract-Remote) June 2019 – December 2019**

- Writing and creating web content for the Rutgers Department of Continuing Education websites
- Editing web content to optimize it for SEO
- Modifying content in DRUPAL using HTML and CSS
- Proofreading and copy editing of web content
- Creation of visuals for the Rutgers DoCS web sites
- Redesigning the user experience to make for a seamless registration process for students and making all sites ADA compliant

**Web Content Analyst - Lehigh Valley Health Network, Allentown, PA (Contract) March 2019 – June 2019**

- Writing and creating web content for the relaunch of the LVHN website

- Conducting, observing and analyzing research into the patient experience in order to improve patient's ability to connect with service that will address their needs.
- Management of taxonomy for the LVHN website to insure that patients connect with appropriate services
- Launch of campaign pages and customer relationship management (CRM)
- Analyze the performance of the new LVHN website with reference to website analytics and SEO data
- Editing content in DRUPAL using HTML and CSS
- Proofreading and copy editing of web content
- Creation of visuals for the LVHN web pages

**Digital Content Manager- Merck Animal Health, Madison, NJ (Contract) August 2018 – March 2019**

- Content manager for Afya.org website; including digital asset creation and copywriting
- Management of video projects for campaigns and announcements
- Project manager for Nobivac vaccine initiatives including management of contracts
- Analyze the performance of the Afya.org website with reference to website analytics and SEO data
- Agency management including project oversight and budget management
- Event management including organizing transportation, housing, and travel arrangements
- Research the caregiver user experience in order to improve the user experience on websites.

**Digital Marketing Manager- Vantage Labs LLC, New Hope, PA October 2017 – April 2018**

- Copywriting of persona-focused web content for websites such as CorrectEnglish.com, Amped.ai, and Delyte.ai
- Manage content through the Joomla content management system (CMS)
- Craft social posts and visuals for brand social channels such as LinkedIn, Twitter, Google+, and Facebook
- Reporting and analysis of Google Analytics for Vantage Labs web properties
- Modifying content using HTML and CSS for styling
- Management of social channels for multiple brands
- Creation and execution of HTML/CSS emails distributed through the Intercom platform and Mailchimp

**Social Media Content Manager- IBM Watson and Cloud (Contract-Remote) October 2016 – July 2017**

- Develop and manage editorial calendar and content strategy for the Cognitive Voices Medium blog and IBM.com Cognitive site
- Regular contributor/editor (3+ articles a week) to the Cognitive Voices blog on the Medium platform which receives over 30K views a month
- Curate, write, and manage content for the IBM.com Cognitive Newsroom
- Manager of social media influencer campaign recruiting influencers in the Artificial Intelligence, Machine Language, and Cognitive Business niches
- Craft social posts and visuals for brand social channels such as LinkedIn, Twitter, and Facebook

- Scheduling of social content for publication using various social media tools
- Creation of imagery for blogs and social media
- Reporting and analysis of analytics for blogs and social media
- Management of the internal Cognitive Business community site, including the redesign of the site

**Social Media, Content Manager, WordPress Design - Social Media Zen – (Remote) Nov 2015-Oct 2016**

- Freelance social media management for small businesses
- Creation of infographics for various verticals
- Development of social media strategy for small businesses
- Create and manage social media content calendar
- Reporting and analysis of social media and website analytics
- Management of Twitter, Facebook, Instagram, and Pinterest social media channels
- Design and develop custom WordPress sites for small businesses specializing in custom child themes
- SEO optimization of content
- Styling WordPress themes using HTML and CSS
- Creating DIVI WordPress child themes
- Writing blog posts

**Content & Digital Marketing Manager - AT&T Business - Consultant (Remote) March 2012 – November 2015**

- Help execute B2B website redesign - launched 108 new mobile responsive web pages in 9 months
  - Increased mobile visitors by 200%, mobile leads by 214%
  - Increased site visits by 23%, content engagement by 203%
- Develop content strategy that increased content engagement by over 400%
- Managed the taxonomy structure to optimize content categorization site-wide
- Manage, edit, and write content and copy for B2B Enterprise Business site
- Conducting research into the user experience to aid in the redesign of templates
- Help increase lead conversion rate by 21% through lead nurture programs, multivariate testing, content targeting, SEO, and SEM
- Maintained SharePoint site for tracking projects and managing assets
- Merchandise content via social media channels (Twitter and LinkedIn) increased engagement by 43%
- Collaborate with Product Marketing, Digital Media, PR, Legal and Brand teams to align with strategic initiatives
- Manage external and internal writers and graphic design teams
- Use of WebTrends and Google Analytics to measure performance of content and identify key areas of improvement
- Develop and maintain web governance, style guides, and process documents

**Content Manager at Zoetis (formerly Pfizer Animal Health)– Consultant, Madison, NJ** March 2011 - March 2012

- Tracked and reported team progress on SharePoint content management initiatives
- Developed and managed content strategies for the for the Zoetis website
- Managed creative agency partners for content updates for both web pages and MCM campaigns
- Established and tracked metrics for online campaigns including display advertising, CRM, and email campaigns
- Managed three offshore web developers
- Reported and managed Google Analytics for the portal and product sites
- Buyer persona/behavior development

**Digital Project Manager at Bristol Myers Squibb – Plainsboro, NJ** - Nov 2006 – Dec 2010

- Provided creative direction and project management of global digital campaigns focusing on HCPs and patients such as websites, email campaigns, eDetailing, newsletters, photo shoots, video projects, webinars, and display advertising for the BMS in-house full-service advertising agency
- WINNER of the BMS Innovation Award for proposing formulary card mobile application
- Innovator of mobile applications such as formulary cards, symptom trackers, and electronic visit calculators
- Managed a cross functional, global team of resources
- Developed and managed the interactive business for the EMEA region resulting in over **\$1 million** in new business
- Managed relationships with clients and external agencies

## Education

**University of San Francisco**

MS Certificate, Internet Marketing,  
GPA: 4.0

**San Francisco State University**

BA, Public Health Education &  
Graphic Design

**West Valley College**

AA, Graphic Design