

Johanna Sorrentino

ABOUT ME

I have over 15 years of experience developing, executing, and measuring content strategies within complex organisations and diverse contexts. I do this by:

- ▶ creating outcome-focused strategies
- ▶ managing intricate projects and processes
- ▶ analyzing and reporting on site metrics
- ▶ providing team leadership that is collaborative and motivating

COMPETENCIES

- ▶ **Content production:**
Google, Microsoft, and Adobe Suites; WordPress
- ▶ **Project management:**
Airtable, Asana, Jira, Trello, Figma
- ▶ **Marketing:**
Mailchimp, Google Analytics, Hootsuite, Consumer Intelligence Software, AI tools
- ▶ **Programming languages:**
Markdown, HTML, Boolean operators

LANGUAGES

- ▶ English (native)
- ▶ French (intermediate)

CONTACT DETAILS

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PROFESSIONAL EXPERIENCE

Content Strategist Independent contractor

Jan 2023 – Present

- Plan and execute strategic, brand-aligned content projects, including effective management of timelines, workflows, feedback processes, and tracking
- Develop messaging for programs, campaigns, and proposals
- Review, publish, and report out on deliverables, ensuring compliance with outlined specifications and content objectives

Key success: Developed a #WorkerStories campaign for a company rebrand which created human-centric brand touchpoints and improved engagement

Content & Insights Marketing Manager Talkwalker

Nov 2022 – Jan 2023

- Led data storytelling by gathering insights from analytics platform for reports, newsletters, and marketing campaigns
- Analyzed and interpreted data to create impactful content strategies
- Coordinated cross-functional teams, fostering collaboration and communication

Key success: Audited content briefing process, and used research to create new briefing templates and process improvements

Project Manager—Digital Marketing for Microsoft JeffreyM Consulting

Apr 2022 – Nov 2022

- Collaborated cross-functionally to create cohesive and effective content journeys
- Leveraged PM best practices to improve the quality and efficiency of production for the USCMO's digital marketing division
- Worked with SMEs and other stakeholders to design and execute webinar topics and supporting content

Key success: Led cross-functional revamp of the briefing process for webinars, improving clarity and context for agency partners and efficiency for stakeholders.

CRM Manager AncestryHealth

Nov 2019 – Jan 2021

- Developed copy for effective email campaigns with a focus on CRM
- Created compelling on-site copy that communicated product value
- Crafted narratives for campaigns and corporate partnerships

Key Success: Developed storytelling strategies for a Breast Cancer Month campaign in partnership with Susan G. Komen for the Cure

Managing Editor/Content Manager Education.com

2007-2014 & 2015-2019

- Managed a team of authors, editors, and designers
- Collaborated with stakeholders to develop content strategy and roadmap
- Guided decision-making on style and brand guidelines
- Monitored site analytics, keyword research projects, and usability test results

Key Success: Led content strategy during the education platform's shift to a subscription model, resulting in \$22 million in revenue growth

EDUCATION & TRAINING

Sacred Heart University Luxembourg Master of Business Administration (2022)

The University of Stirling Bachelor of Arts with Honors English and Film & Media (2005)