

BRIDGET POETKER

BRAND STORYBUILDER

ABOUT ME

I tell people "I do words for a living" because it's just easier. The hard part is explaining how those words build real stories that create a feeling. That feeling drives the numbers.

TLDR... marketing should make you feel something.

SKILLS

Business mind + creative soul
SEO strategy & implementation
Employee development
Content strategy & creation
Marketing automation
Metrics-oriented
Sales & marketing alignment

EDUCATION

University of Illinois at Urbana-Champaign

B.S. Advertising & PR

- Women's Fastpitch Softball Club Team

CONTACT



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bridgetpoetker.com

EXPERIENCE

Digital Marketing Manager

BigTime | July 2020 - Present

- Leading full rebrand, including design look and feel and messaging tone and voice
- Managing external creative agency to overhaul an 80-page website and all marketing materials
- Driving 450+ leads per month with 18% closed won conversion via paid and organic channels
- Aligning marketing and sales through content and programs designed to generate pipe and enable reps

Content + SEO Team Lead

G2 | November 2019 - July 2020

- Rebuilt SEO and content strategy to optimize 3000 articles, resulting in 1.5+ million monthly visitors
- Led marketing and sales alignment efforts with cross-functional partnerships with prospects & customers
- Managed and advocated for a team of content strategists focusing on innovation, scaling processes for a team of 20+ marketers

Senior Content Marketing Specialist

G2 | February 2019 - November 2019

- Strategized, produced, promoted, and optimized more than 100 content assets in a brand new vertical
- Designed personal branding strategy for team to boost social reach and engagement

Freelance Marketing Strategist

Brunswick Corporation | June 2018 - February 2019

- Created relaunch campaign for IoT product with 12X reach using paid and organic efforts
- Designed and executed demand generation strategy driving 500 leads and 50 new customers

Content & Social Account Executive

Celtic Chicago | June 2015 - June 2018

- Grew social accounts 120% and increased engagement by 400% on average
- Developed integrated marketing strategies across paid, owned, and earned channels for 10 agency accounts working directly with client teams