

KAERRIE HALL

27 Crescent Point, Crossville, TN 38555

813-220-9850, kaerrie@verizon.net

<https://kaerrie.wixsite.com/portfolio>

<https://clearvoice.com/cv/kaerriehall>

SUMMARY

Expert in copywriting, editing, content strategy and marketing, with professional experience spanning 30 years. Much of my experience is in the healthcare, higher education, SaaS, business development and retail sales training industries, and includes serving in roles such as Content Marketing Manager, Editor, VP of Marketing, Director of Marketing and Public Relations Director.

MOST RECENT EXPERIENCE

Vice President of Marketing Remote
employEZ 2023 to 2025

Marketing lead for a group of PEO/HR outsourcing services companies. Started as freelance copywriter and marketing consultant June 2021, brought on as VP of Marketing July 2023. Responsible for leading marketing team and all B2B content generation, marketing campaigns, PR, advertising, social media, video and sales enablement projects. Reason for leaving: Marketing team let go on February 4, 2025.

Content Marketing Manager Remote
Medecision 2020 to 2023

Responsible for all B2B content creation and content marketing strategies. Wrote white papers, ebooks, guides, video scripts, digital campaigns, content syndication programs and PPC campaigns. Managed blog and social media channels, design of content assets, and relationships with creative vendors and outside writers. Started as Marketing Copywriter (FT contract) June 2020, brought on as Sr. Copywriter (FT employee) February 1, 2021, and promoted to Content Marketing Manager August 1, 2022. Reason for leaving: Opportunity at employEZ.

Content Marketing Manager Tampa, FL and Remote
Validity 2018 to 2020

Responsible for all B2B copy and content marketing strategies. Wrote and edited blogs, articles for media placement, white papers, product sheets, web copy, lead gen campaigns, nurture campaigns, webinars, video scripts and presentations. Directed creative assets. Managed relationship with PR agency and design firm. Reason for leaving: Part of 50% staff reduction due to pandemic, April 30, 2020.

Senior Marketing Content Specialist Tampa, FL
CareSync 2016 to 2018

Responsible for all B2B and B2C copy and content marketing strategies. Wrote and edited patient and healthcare provider blogs, marketing campaigns, websites, white papers, infographics, brochures, pitch sheets, video scripts, press releases and articles. Reason for leaving: Company closed on June 21, 2018.

Senior Copywriter – Campaigns and Branding Tampa, FL
Bisk Education 2011 to 2016

Started as Copywriter, promoted to Sr. Copywriter in 2014. Wrote mostly B2C digital marketing campaigns, ads, brochures and websites to promote brands like U.S. News & World Report, the American Dental Association, Michigan State, the University of Notre Dame, and more. Developed brand guidelines and created go-to-market campaigns and strategies for new online learning programs. Served as mentor to other in-house writers and provided writer training. Reason for leaving: Creative department was let go on March 10, 2016.

ADDITIONAL EXPERIENCE

- Director of Marketing, Retail Business Development
- Technical Writer, Whitney/Tigrent (now Rich Dad)
- Director of Marketing, Simplex Medical
- Marketing Content Manager, AccuData America
- Director of Marketing, Radiology Regional
- Public Relations Director, Iambic Software
- Vice President of Marketing, Optimal Telecom
- Editor, USF-St. Petersburg campus newspaper
- Graduate Advisor, USF School of Journalism
- Freelance Writer and Editor, AdHawk Graphics
- Copywriter, WAVV 101.1 FM
- Editor, Roofer Magazine

EDUCATION AND TRAINING

- MA in Mass Communications – Journalism, University of South Florida, 1999
- BA in Mass Communications – Public Relations, University of South Florida, 1997
- AA, Edison Community College, 1995
- Master Certificate in Internet Marketing, University of San Francisco, 2012

PROFESSIONAL SKILLS

- Creative and technical writing
- Content marketing and thought leadership
- Research and editing
- Project and time management
- Client, vendor and team management
- Social media and blog management
- Direct response and digital marketing
- Website copy and development
- Lead generation and nurture campaigns
- PowerPoint presentations
- Sales enablement
- Video scripts and storyboarding

COMPUTER SKILLS

WordPress, HubSpot, Adobe Acrobat DC, Adobe InCopy, PageMaker, QuarkXPress, Microsoft Office Suite, Google Suite, MailChimp, Brevo, SharePoint, JIRA, Asana, Umbraco, Trello, Bullhorn, MarketingCentral, Workamajig, Team Foundation Server, Monday, Slack, Zoom, Powtoon

NOTABLE ACHIEVEMENTS

- At Retail Business Development, helped launch and market retail products for Microsoft, Duracell, Vonage, Verizon, AT&T, Dish, DirecTV and Brookstone
- At Optimal, increased marketing materials sales from \$1 million to \$14 million in one year, and served as lead in developing the IPO and GTM strategies to launch an ecommerce company
- At Simplex Medical, tripled revenue, grew patient base by 40 percent and was instrumental in launching three new companies in one year
- At Roofer Magazine, started as assistant editor, promoted to associate editor in six months, promoted to editor in four years; increased subscriptions by 35 percent in two years as editor
- At Iambic, garnered more press coverage in one year than the company received in its first six years combined
- At Whitney, ghostwrote multiple projects for Montel Williams, Phil Keoghan, Robert Kiyosaki, Russ Whitney, and Ken and Daria Dolan, including writing several books, training materials (print, audio, visual) and scripts for their speaking engagements