

Pam Georgiana

Content Creator & Brand Storyteller

Building Brand Engagement with Curated Content



Photo by Christina @ wocintechchat.com

Overview

The client provides recruitment and resources for career growth to women in the tech industry. They needed an expert to write regular content that positioned the client as a thought leader in tech recruiting. I currently write two blogs a month for this client. The client reports increased web traffic and social media engagement.



Unique
Pageviews
Increased
6.81%

Average Time
on Blog Page
Increased
42.44%



The Client

Established in August 2020, the client provides resources for job opportunities to women pursuing careers in the tech industry, especially in start-ups.

They also assist companies in hiring female leaders and rising stars in software engineering, product management, UX/UI, design, and support services.

The mission is to elevate 1,000 women into leadership roles in tech.

The Goal

While they are a recruiter at their core, the client is also building an online community to empower women and BIPOC in tech careers, similar to Lean In and BossMakeHer. Since they are a new organization, they have little brand awareness. The client wanted to increase their visibility to both employers and women interested in tech careers.

The Strategy

Content marketing was a natural choice for this client because there are so many avenues to explore within the topics of tech start-ups, careers in tech, women at work, and women working in tech.

The Tactic

The client's marketing agency recommended me as the content creator for this project.

I ghostwrite two blogs (1,000-1,500 words) per month using relevant topics and keywords.

Some of the article topics are:

How to Compare Multiple Job Offers

Is Unlimited PTO a Benefit or a Liability?

How to Get Hired in UX/Design

How to Maximize a Mentor Relationship

When writing each piece, I write the content in the voice of the client's brand and placed the reader at the center of the story so she could see how the information was beneficial for her career journey.

Each blog is shared via LinkedIn, Instagram, and email newsletter.



The Results

The client reports the following metrics:

Blog unique pageviews increased 6.81% over a year and 46.96% in the last 90 days

Average time on blog pages increased 42.44% over a year and 75.26% in the last 90 days

LinkedIn reactions increased 1,992% and shares increased 2,500%

Feedback from the agency:

"Pam has been an integral part of our marketing team. From the jump, she was able to fully match the client's brand voice and provide well-researched content that engages the audience and ranks on Google. We wouldn't have been able to see the tremendous growth we've seen without the help of Pam's expert content strategy and writing skills."

If you would like to level up your content marketing to optimize your search results, raise brand awareness, build website traffic, or increase conversions, contact me today at phgeorgiana@gmail.com.

Let's work together to create a content marketing plan that gets the job done.