

LINDSEY BERGERON

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SUMMARY

With 20+ years in content marketing and copywriting, I blend storytelling with analytical thinking to engage and inform B2B audiences. My experience spans agency and in-house roles, providing a comprehensive perspective on content strategy and execution.

CAREER HIGHLIGHTS

- ★ Built and scaled the content marketing function of a B2B SaaS company, implementing a strategy that led to a 500% increase in search volume and a 300% growth in marketing qualified leads over three years.
 - ★ Hired and led a team of writers, designers, and website developers, providing editorial and design direction to ensure all assets were on-brand, accurate, and met rigorous quality standards.
 - ★ Served as the content lead for over 30 B2B clients, developing strategies to build brand authority and boost online visibility through targeted thought leadership content.
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WORK EXPERIENCE

CONTENT BY LINDSEY LLC | MAY 2024-PRESENT Freelance Writer, Editor, and Content Strategist

- Develops and executes content marketing strategies for B2B brands aimed at building brand awareness, generating qualified leads, and driving sales.
- Specializes in translating complex, technical language into engaging and accessible content for global manufacturing companies, B2B SaaS startups, local healthcare providers, and other niche industries.
- Writes feature articles, website copy, newsletters, social media content, and other short and long-form pieces, each customized to meet specific client goals and business objectives.

EVERY LITTLE WORD | JULY 2022-MAY 2024 Content Strategist

- Developed and executed high-level content strategies for the agency and its clients, leveraging a robust QA process to ensure alignment with brand guidelines, voice, and project requirements.
- Performed comprehensive content and SEO assessments, providing clients with detailed analyses of their digital presence, competitive positioning, and growth opportunities.
- Conducted client interviews and crafted project briefs for blog articles, case studies, and copywriting projects, outlining clear direction on angles, goals, and key takeaways.

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WORK EXPERIENCE (CONTINUED)

FOLEY CARRIER SERVICES | NOV 2015-JULY 2022

Content Strategist/Content Manager

- Built and scaled a full-funnel content marketing strategy to increase organic traffic, generate leads, and drive awareness of Foley's product portfolio.
- Wrote and edited blog posts, case studies, webinar assets, emails, landing pages, ebooks, sales collateral, and client communications.
- Worked closely with senior leadership to clarify brand messaging and define audience personas.

BERGERON COPYWRITING | OCT 2010-NOV 2015

Freelance Writer, Editor, and Content Strategist

- Operated a content marketing and digital copywriting consultancy where my key focus was positioning B2B consultants as thought leaders and helping small businesses establish a strong online presence.
 - Crafted website copy, blog posts, social media content, and email campaigns for local and national brands.
 - Collaborated with a local web design firm to consult on content strategies for numerous website redesign projects, ensuring a seamless integration of copy with design.
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EDUCATION

UNIVERSITY OF CONNECTICUT | MAY 2003

- B.A. in Journalism
 - B.A. in Political Science
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KEY SKILLS

- Editorial planning
 - Full-funnel content strategy
 - Blog writing & editing
 - Search engine optimization
 - Webinar strategy/planning
 - Case studies
 - Email marketing
 - Social media marketing
 - Data analysis
 - UX writing
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TECHNOLOGY

- WordPress
- HubSpot
- Google Analytics
- Semrush
- Asana
- monday.com
- Canva
- Slack