

Marty Schneck IV

Middletown, DE 19709 | (717) 679-2383 | Marty@MartySchneck.com

[LinkedIn](#) | [Twitter](#) | [Entrepreneur.com](#) | [MartySchneck.com](#)

Available for relocation | References available upon request

Profile

Digital Strategist and Content Marketer with a passion for brand strategy. Recent graduate from The Wharton School with concentrations in Marketing and Legal Studies. A 'Scrappy Marketer' with the proven ability to learn new tools and techniques quickly and apply them to exceed marketing goals.

Key Competencies

Copywriting	Social Media	SEO	Web Analytics	Marketing Strategy
Brand Management	Editing	Public Relations	WordPress	Email Marketing
Microsoft Office	Project Management	HTML	Digital Advertising	Data Management

Experience

August 2016—Present **Content Marketer, Thomson Reuters** *Middletown, DE (Remote)*

Writes website copy for lawyers and small law firms on behalf of FindLaw, a Thomson Reuters company. Employs SEO best practices and digital marketing strategies to build high-performing websites for legal clients.

- Facilitates the content writing process for entire websites, including interviewing the client, building a site map, writing marketing content and meta descriptions for all web pages, writing blog posts, creating landing pages, and writing PPC and social media copy when purchased by the client.

May 2015—August 2016 **Digital Content Specialist, eZanga Inc** *Middletown, DE*

Managed eZanga's social, email, and content strategy. Initiated a shift in content strategy to focus on SEO, copywriting, and user engagement.

- Coordinated the company's first email course, increasing blog subscribers by 53%
- Shifted content strategy to focus on long-form content (1000 words and above), increasing web traffic by 18% YOY
- Redesigned HTML email template to include stronger copy and aesthetic, increasing email engagement by 20%
- Planned, authored, and implemented a process to reconcile two competing databases and sync leads between the Sales and Marketing Departments

Education

May 2015 **The Wharton School, University of Pennsylvania** *Philadelphia, PA*

Bachelor of Science in Economics; Concentrations in Marketing and Legal Studies

Coursework: Pricing Strategies, Marketing Strategy, Corporate Free Enterprise, Negotiations, Employment Law, Professional Ethics, Positive Psychology, Marketing Research, Risk Analysis