

PORTFOLIO CASE STUDY · 2022–2025

Hill & Ponton *by the numbers.*

Content, email, SEO and course work shipped
during my 28 months as Digital Content Manager.

PREPARED BY

Claire Szewczyk

Content Manager · Email & SEO Strategist



THE ROLE

Digital Content Manager.

I led content marketing for a national VA disability law firm — orchestrating SEO, email, and print production across cross-functional creative and legal teams.

Everything on The V.E.T.S. Advantage subscriber site was owned and run by me prior to February 2025. I named the newsletter, built the list, migrated the stack, and wrote the playbook.

SCOPE

Email · SEO · Blog · Print · Courses · Web · Brand Voice

TENURE

28 months

TEAM

Cross-functional — creative, legal, web, design

REMIT

Strategy through execution, from brief to byline.

HEADLINE NUMBERS

Six figures worth recapping.

50k⁺ EMAIL SUBSCRIBERS Built from the ground up. Sustained 50% open rate, 7% CTR.	300⁺ BLOG ARTICLES & LANDING PAGES Written, optimized, briefed, or edited across the production pipeline.	70k WEEKLY ORGANIC SESSIONS Up from 50k/week — a 40% lift in sustained organic traffic.
7hr EDUCATIONAL COURSE Scoped, scripted, and published in a single workweek. 5k+ users.	8k⁺ PRINT MAILER LIST New channel launched from zero; 5% of total firm leads.	20% LEAD CONVERSION LIFT Compounding growth in qualified inbound since late 2022.

EMAIL PROGRAM

Named it. Built it.
Ran it.

I coined **The V.E.T.S. Advantage** as the newsletter brand, built the subscriber list from scratch, and grew it into the firm's most reliable lead channel.

SUBSCRIBERS

50k +

AVG OPEN RATE

50 %

Industry avg for legal ≈ 22%

AVG CTR

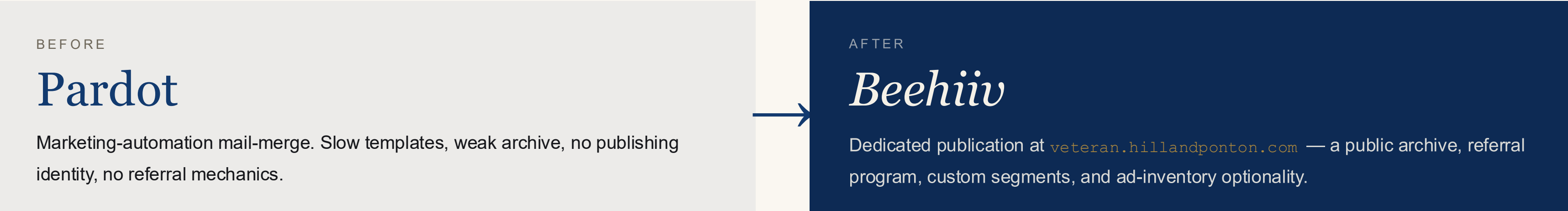
7 %

Industry avg for legal ≈ 2%

NEWSLETTER STACK

From enterprise plumbing to a publication.

Migrated the firm's newsletter off Pardot and onto Beehiiv — a move that turned the program from a marketing-automation afterthought into a standalone publication with its own subdomain, archive, and growth loops.



LIST INTEGRITY

100% preserved

DOWNTIME

Zero days

NEW SURFACE

Public archive

NEW LEVER

Referral growth

ORGANIC TRAFFIC

300+ articles later, the traffic followed.

WEEKLY SESSIONS — BEFORE

WEEKLY SESSIONS — AFTER

50k → 70k

50K BASELINE

+20K LIFT

70K SUSTAINED

CTR ON KEY CONVERSION POINTS

0.03% → 1.5%

BEFORE

AFTER

A 50× improvement — the kind of number that comes from matching intent to page, not from adding buttons.

CONTENT PRODUCTION

SURFACE	VOLUME	ROLE
Long-form blog articles	300+	Wrote, optimized & edited
Landing pages	dozens	SEO-first IA, built for intent
Topic clusters / pillars	multiple	Authority architecture
Content briefs	every one	Distributed to writers
Voice & SEO spec	team wide	Enforced across the pipeline

“ Veterans don't need more marketing. They need a publication that respects their time, reads like a briefing, and moves the claim forward. Everything I shipped answered to that test.”

— THE EDITORIAL BAR AT H&P

THE 5-DAY COURSE

7 hours of curriculum. Five
working days.

Scoped, scripted, recorded, and published a comprehensive VA disability course in one workweek to address an emerging business need — and it reached 5,000+ users on `courses.hillandponton.com`.

RUNTIME

7hr

PRODUCTION

5days

REACH

5k+

COURSE · HILL & PONTON'S SCHOOL

Master the VA Disability Claims Process

Filing a winning claim the first time
Pitfalls that delay or deny benefits
Step-by-step process walkthrough
Evidence, nexus letters, C&P exams

`courses.hillandponton.com`

BY HILL & PONTON

PRINT MAILER PROGRAM

A brand-new channel, straight to the mailbox.

SUBSCRIBERS

8k +

Launched from zero.

SHARE OF FIRM LEADS

5 %

From a channel that didn't exist before.

EXTERNAL REFERRAL LIFT

+20 %

Compounding effect on word of mouth.

Monthly mailer designed, written, and operated alongside the email program — proof that a well-run print channel still earns its postage in a law-firm marketing mix.

LIBRARY & WEB

Two dozen assets, one redesigned site.

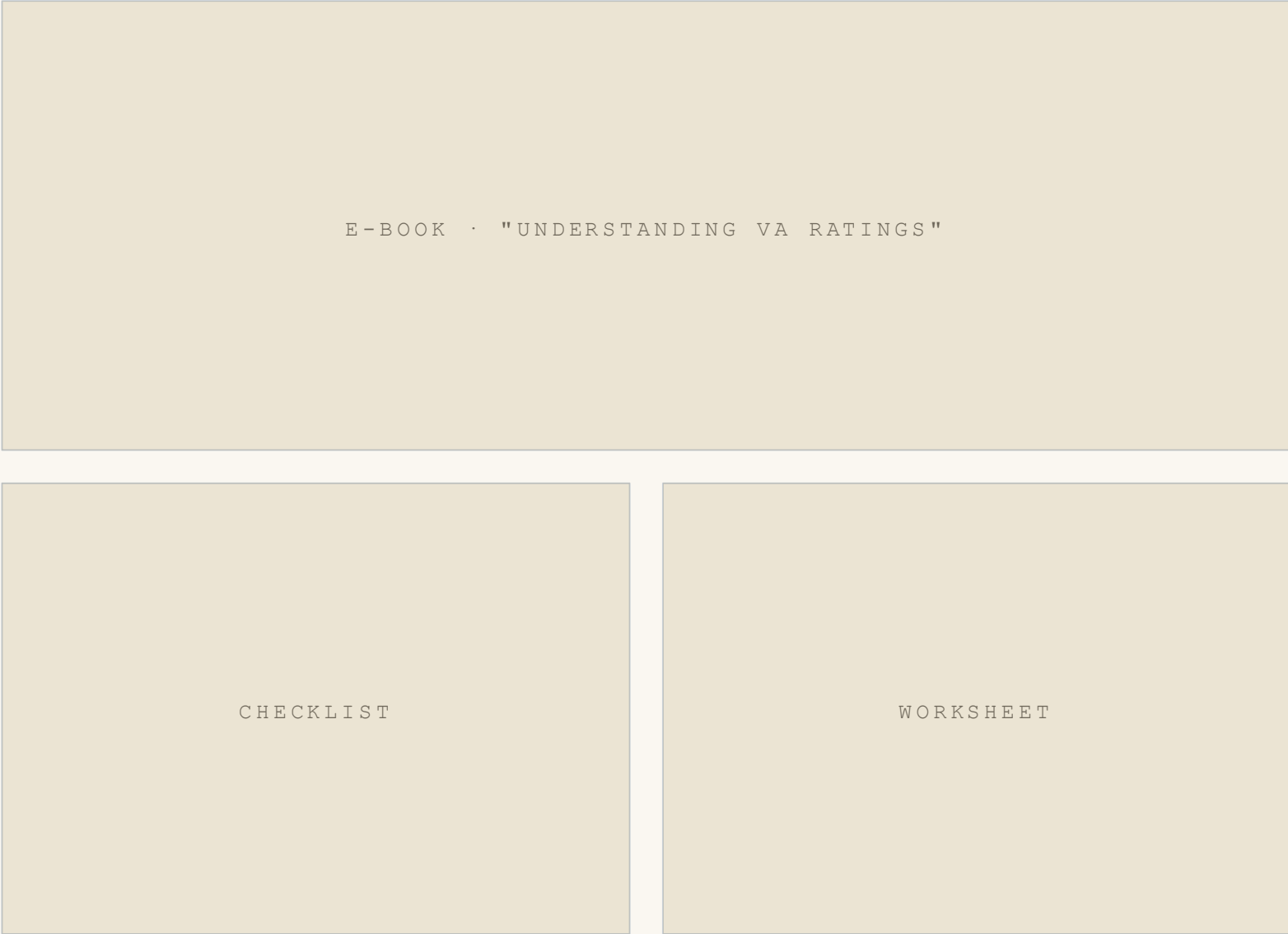
DOWNLOADABLE LEAD MAGNETS

24+ E-books, checklists, worksheets, graphics — each tied to a funnel stage.

WEBSITE REDESIGN

Contributor to a full *SEO-first* information architecture overhaul.

Structured around how veterans search — claim stage, condition, base, era.



CHANNELS

Every surface, accounted for.

CHANNEL	HEADLINE METRIC	KEY SHIFT	WHAT I DID
Email The V.E.T.S. Advantage	50k+ subs	50% OR · 7% CTR	Named it. Built list from zero. Migrated Pardot → Beehiiv. Ran the publication.
Organic / SEO hillandponton.com blog	70k/wk	+20k weekly sessions	300+ articles written & optimized. Pillar architecture. Team briefs & SEO spec.
Conversion key CTAs across site	1.5%	0.03% → 1.5% CTR	Intent-matched pages, re-written CTAs, instrumented landing pages.
Course courses.hillandponton.com	5k+ users	0 → live in 5 days	Scoped, scripted, produced, and shipped a 7-hour curriculum solo.
Print News From Our Firm	8k+ subs	5% of firm leads	Designed and operated a monthly mailer. +20% external referral lift.
Web Full site redesign	SEO-first IA	Contributor	Information architecture built around veteran search intent.

TWO AND A HALF YEARS

The ledger.

50k + EMAIL SUBS BUILT	300 + ARTICLES SHIPPED	70k WEEKLY ORGANIC	50 × CTR IMPROVEMENT
7 hr COURSE BUILT IN 5 DAYS	5k + COURSE USERS	8k + PRINT SUBSCRIBERS	+20 % LEAD CONVERSIONS

END OF RECAP

Thank *you*.

Happy to walk through any piece of this in detail — the newsletter playbook, the migration notes, the course production pipeline, or the SEO architecture.

EMAIL
claire.szewczyk@gmail.com

PHONE
(859) 979-0955

LOCATION
West Melbourne, FL

PORTFOLIO
LinkedIn · Content Portfolio

