

CLAIRE SZEWCZYK

MARKETING & COMMUNICATIONS STRATEGIST | CONTENT · EMAIL · SEO · DIGITAL CAMPAIGNS

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PROFESSIONAL SUMMARY

Marketing and communications strategist with 10+ years of experience turning complex expertise into clear content, campaigns, and measurable audience growth. Hands-on across content strategy, lifecycle email, SEO, digital communications, analytics, earned media, and creative production, with deep experience in regulated and high-consideration industries.

CORE EXPERTISE

Marketing Communications · Content Strategy · Lifecycle & Email Marketing · SEO & Search Strategy · Earned Media · Digital Campaigns · Copywriting · Analytics & Reporting · Audience Segmentation · Project Management · Web Content Management · Stakeholder & SME Collaboration · Creative Production · AI-Assisted Workflows

PROFESSIONAL EXPERIENCE

EMAIL MARKETING MANAGER, SOCIAL MEDIA MANAGER & SEO SPECIALIST

Aug 2025 – Jul 2026

TaxQuotes / TaxStache | Remote

Managed multi-channel marketing for a tax-resolution company and consumer financial-education brand across email, SEO, editorial content, social media, paid campaigns, and audience growth.

- Managed three recurring email newsletters for 12,000+ active subscribers, averaging approximately 38% open rates and 10% CTR through segmentation, testing, and audience-focused messaging.
- Produced and managed 15+ long-form SEO articles per month across tax resolution, filing, deductions, legislation, and small-business topics.
- Created landing pages, lead magnets, service content, and conversion workflows that improved organic visitor-to-subscriber conversion from 1.2% to 3.5% within six months.
- Managed social and paid campaign work, repurposing long-form research into channel-native creative and using performance data to guide future content.
- Built AI-assisted research, editing, repurposing, and QA workflows that reduced content turnaround time by approximately 40% while preserving human editorial review and accuracy.

DIGITAL CONTENT MANAGER

Oct 2022 – Jan 2025

Hill & Ponton, P.A. | Orlando, FL (Remote)

Led digital content and communications for a national Veterans Affairs disability law firm across SEO, email, earned media, educational resources, conversion paths, and cross-functional publishing.

- Managed email communications for an audience of 50,000+ subscribers, averaging approximately 50% open rates and 7% CTR; stronger messaging and segmentation contributed to a 20% increase in lead conversions.
- Wrote, edited, optimized, and maintained 300+ articles and landing pages, helping grow weekly organic traffic from approximately 50,000 to 70,000 visits.
- Spent roughly 18 months identifying and pitching third-party publications, developing story angles, and writing contributed articles for external placement.
- Worked with attorneys, subject-matter experts, creative teams, and stakeholders to translate complex legal, medical, and government information into clear, accurate content.
- Created e-books, checklists, worksheets, landing pages, and educational assets; contributed to an SEO-first website redesign and conversion-focused information architecture.
- Scoped, scripted, coordinated, produced, and published a seven-hour VA disability claims course in one workweek; the program reached 5,000+ users.

ADDITIONAL MARKETING EXPERIENCE

INDEPENDENT MARKETING STRATEGIST & CONTENT CONSULTANT

May 2017 – Present

Self-Employed | Project-Based | Remote

Project-based marketing, content, editorial, and publishing work for independent authors and small businesses, maintained alongside full-time roles and continued between positions.

- Develop marketing and content strategies across SEO, email, paid advertising, websites, and audience growth.
- Build and maintain WordPress, Squarespace, and Wix sites to support campaigns, SEO, conversion, and user experience.
- Create and optimize static and video advertising across Meta, Google, TikTok, Amazon, BookBub, and YouTube.
- Built an independent publishing business spanning 38 novels, four Amazon bestsellers, three audio drama scripts, and multiple owned email audiences.
- Produced and edited 16 audiobooks, including a 2023 HearNow Palooza Platinum Winner and SOVAS Finalist.
- Use AI-assisted research, editing, analysis, and prototyping workflows while keeping human review, accuracy, and brand voice central.

EARLIER EXPERIENCE

Office Coordinator

Dec 2017 – Sep 2018

U.S. Department of Veterans Affairs · Pocatello, ID

Flight Testing Administrator

May 2016 – Aug 2016

Hill Air Force Base · Layton, UT

TOOLS

Analytics & SEO: Google Analytics, Looker Studio, Ahrefs, Semrush **CRM & Automation:** HubSpot, Salesforce, Zapier
Email: Mailchimp, Klaviyo, MailerLite, Constant Contact, Beehiiv, Substack **CMS:** WordPress, Wix, Squarespace, SharePoint
Creative: Adobe Creative Suite, Canva, DaVinci Resolve **Project Management:** Asana, Trello, ClickUp

EDUCATION

B.S., Communication Sciences · Utah State University · 2012–2015 · GPA 3.85 / 4.0

SELECTED PROOF

Portfolio: claireszewczyk.com · Hill & Ponton and TaxStache case studies include campaign examples, email performance, SEO growth, earned-media placements, creative work, and downloadable assets.