

Emma Eileen Matthews Robinson

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PROFESSIONAL SUMMARY

Content marketing specialist with 4+ years of experience creating SEO content, customer success stories, email campaigns, sales enablement assets, and thought leadership for B2B SaaS and consumer brands. Skilled at interviewing executives and customers, translating complex business challenges into compelling narratives, and leveraging AI to improve content operations and marketing efficiency. Collaborative partner with product marketing, customer advocacy, sales enablement, and SEO teams, passionate about storytelling that drives demand generation, customer engagement, and business growth.

PROFESSIONAL EXPERIENCE

Content Marketing Specialist, *Sage* Jan 2026 - Present

- Develop customer stories, SEO blogs, email campaigns, sales enablement assets, and thought leadership supporting demand generation, customer marketing, and product positioning across multiple Sage solutions.
- Conduct executive and customer interviews to uncover measurable business outcomes and translate complex implementations into compelling customer success stories.
- Own and maintain a centralized customer story library of 300+ approved assets, improving content discoverability and reducing research time for marketing and sales teams by 90%.
- Evaluate, pilot, and implement AI-powered research and content workflows, increasing content production efficiency by 80% while identifying scalable opportunities for marketing innovation.
- Partner cross-functionally with Customer Advocacy, Product Marketing, Performance Marketing, Sales Enablement, SEO, and subject matter experts to develop customer-centric content aligned with business objectives.

Content Writer II (Level 2), *Apartments.com* June 2024 - Dec 2025

- Created engaging, on-brand content across Apartments.com's B2B and B2C digital platforms.
- Produced 2–3 long-form SEO articles weekly (1,800–2,200 words) supporting organic search visibility and audience engagement.
- Interpreted SEO briefs and transformed technical requirements into high-performing, brand-aligned content.
- Optimized published content using Google Search Console, Google Analytics, and Semrush insights to improve search performance, user experience, and conversions.

Content Writer, *Bearpaw Partners* June 2022 - June 2024

- Developed blogs, paid advertising, email campaigns, video scripts, and social media content for clients across real estate, insurance, education, retail, and legal industries.
- Managed content production across 15 client accounts while consistently meeting aggressive deadlines.
- Produced up to 50 long-form blog posts monthly while supporting ongoing campaign requests.
- Built SEO strategies using keyword research and analytics to align content with client business goals.
- Collaborated directly with clients to strengthen brand messaging and support long-term marketing objectives.

Editorial Intern, *Modern Luxury* May 2021 - Dec 2021

- Addressed a readership of 16 million by writing feature-length stories about luxury apparel, cosmetics, interior design, real estate, dining, and lifestyle for six national titles.
- Conducted and transcribed 50+ interviews with high-profile individuals, ensuring topic relevance and brand credibility.

EDUCATION

The University of Georgia	Athens, GA
<i>Bachelor of Arts in Journalism, Summa Cum Laude</i>	May 2022
Minor in Fashion Merchandising Certificate in New Media	GPA: 3.97

LICENSES & CERTIFICATIONS

- Generative AI for Marketing Professional Certificate — American Marketing Association
- Digital Marketing Professional Certificate — Content Marketing Institute
- Email Marketing Professional Certificate — Mailchimp
- Social Media Marketing Professional Certificate — Hootsuite

SKILLS

Content Marketing: Content Strategy, Customer Storytelling, Sales Enablement, Demand Generation, SEO Strategy, Email Marketing, Copywriting, Interviewing, AP Style

Analytics/Research: Google Analytics, Google Search Console, Semrush

CMS Platforms: WordPress, Drupal, Morweb, Blox

Creative: Adobe Creative Suite, Canva

Collaboration: Microsoft 365, SharePoint, Google Workspace, Jira, Adobe Workfront