



# CLAIRE WISEMAN IMBER

CHICAGO, IL

## CONTACT

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password: 22portfolio

## SKILLS

WORDPRESS/HUBSPOT

GSUITE

GOOGLE ANALYTICS

ASANA/TRELLO

WRITER/GRAMMARLY

## AWARDS

2013 REPORTER OF THE YEAR  
ASSOCIATED COLLEGIATE PRESS  
1ST PLACE, SPORTS REPORTING  
HEARST NATIONAL COLLEGIATE  
JOURNALISM AWARDS

## EXPERIENCE

### SENIOR MANAGER, CONTENT MARKETING

BRIGHTSIDE HEALTH | SEPTEMBER '22 - APRIL '23

- Defined and implemented a comprehensive content marketing strategy across commercial and consumer audiences
- Created and executed thought leadership strategy on behalf of CEO, CMO, and other key SMEs
- Partnered with commercial team to map out and target key buyer personas and identify content opportunities for each
- Position eliminated as part of a company-wide reduction in force

### MANAGER, CONTENT MARKETING

HEALTHJOY | APRIL '21 - SEPTEMBER '22

- Planned, managed and edited all content for demand generation campaigns at Series C digital health startup
- Served as point of contact and project manager for cross-functional collaborations such as sales enablement, product copywriting, member messaging and client support
- Responsible for developing brand voice, including writing and ensuring adherence to the company style guide
- Mentored and supervised content writers

### SENIOR CONTENT SPECIALIST

HEALTHJOY | SEPT '19 - APRIL '21

- Company's first writer. Built content strategy and contributed to internal and external communications, sales copy, member messaging, and product copy

### FREELANCE CONTENT WRITER

CLAIRE WISEMAN COPYWRITING | JAN '17 - SEPT '19

- Consulted on brand story development for small businesses and creative entrepreneurs alongside marketing teams and agencies

### DIGITAL CONTENT MANAGER

THE PALEO MOM | JUNE '15 - JAN '18

- Wrote and edited blog content, digital downloads and sponsored campaigns for cookbook author and content creator
- Edited and produced original photo, video and audio content

### BEAT REPORTER, COURTS

TIMES FREE PRESS | SEPT 14 - JUNE '15

- Covered court proceedings in criminal, civil and federal courts
- Sourced, pitched and wrote daily news stories and features covering criminal justice in Eastern Tennessee

## EDUCATION

### BACHELOR OF ARTS IN JOURNALISM

INDIANA UNIVERSITY | 2013

- Concentration in American Studies with 3.8 GPA
- Lilly Scholar, Ernie Pyle Scholar
- Member - Board of Aeons
- Vice President for Member Development - Alpha Gamma Delta