

Tori Woods Ballantine

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Experience

PRODUCT MARKETING MANAGER

Oracle

May 2014 - Present

- Transitioned from North American Marketing to serve the Product Marketing team supporting Oracle's Customer Experience (CX) Service Cloud.
- Develop and drive implementation of marketing strategies and sales enablement for CX Service Cloud and assigned products / vertical industries.
- Create highly-targeted, sophisticated, effective content including: slide presentations; data sheets; white papers; case studies; web content; blog posts; video scripts; webcasts; social posts, battle cards; pitch guides; customer success stories; emails.
- Own assigned vertical industries by proactively developing expertise and continuously reviewing, improving, and updating portfolio of content.

CAMPAIGN MANAGER

Oracle

November 2014 – May 2014

- Transitioned from TOA Technologies acquisition to serve on a campaign team supporting CX Service Cloud as part of North America Marketing.
- Planned, developed, executed, and managed multi-touch marketing campaigns, especially promoting field service management solution.
- Generated highly focused content for emails, white papers, landing pages, nurture campaigns, slide presentations, QRS, and other materials.
- Supported OD and BDC sales with lead generation and nurturing, pipeline development, webcasts, and events.
- Partnered with internal teams including Product Marketing, Product Management, Shared Services, Web, SEM, and more.
- Leveraged Oracle systems to create targeted contact lists, submit emails, and compile metrics reporting, using GMSS, Eloqua, Sales Central and BI.
- Helped the marketing integration of TOA into Oracle, including web content, collateral materials, and internal and external-facing resources.

WEB MANAGER

TOA Technologies — Beachwood, OH

February 2014 – November 2014

- Managed the redesign of corporate web site, coordinating design, development, content marketing, search, localization, and translation.
- Maintained existing corporate website. Updated and refreshed content, images, promotional banners, and blog posts.
- Created, edited, revised and optimized on-page content and other elements to support marketing efforts and conversion objectives. Continuously kept web content fresh, up-to-date, and accurate.
- Facilitated internal collaborations and external vendor partnering, including translation services, project management software and design / development services. Provided creative direction, responded to organization requests, offered web support, served on marketing leadership team.
- Provided support for marketing initiatives, including organic and paid search, email campaigns, social media, and more.
- Worked with tools including Google Analytics and HubSpot to monitor, measure, and report on efficacy of web presence and campaign success.
- Provided instruction and feedback on best practices related to web communication, effective web writing, and lead generation focused blogging.
- Led translation initiative: vetted, selected, on-boarded vendor, and managed relationship, budgeting, and billing.
- Facilitated translations of all web content, mobile content, sales materials, press releases, articles, and more into several targeted languages.

SENIOR CONTENT SPECIALIST

TOA Technologies — Beachwood, OH

September 2013 – February 2014

- Served as part of a developing content practice.
- Produced highly-targeted content for a variety of distribution platforms and mediums, including web content, print collateral, video scripts, articles, media opportunities, blog posts, sell sheets, informational brochures, handouts, and newsletters.
- Delivered written communication of the highest-possible caliber that advanced marketing goals, including sales support, brand awareness, education, and thought leadership.
- Collaborated with other internal practices including Product Marketing, Channels and Alliances, Sales, Design, PR, Demand Generation.
- Helped plan, schedule, and allocate content resources; helped locate content to strategically repurpose from content warehouse
- Assisted with corporate website redesign in a project management capacity in addition to providing content and usability tactics.

FREELANCE WRITER & CONTENT STRATEGIST

Cleveland, OH

2007 – Present

- Provide high-quality content strategy, content development, and creation, editing, and social media services to clients across several verticals.
- Write sharply focused, SEO-rich content for websites and social properties that fosters engagement, generates conversions, and accomplishes goals.
- Edit, proofread, enhance, and optimize content, employing up-to-date best practices in web formatting, style, tone, and presentation.
- Perform content audits, inventories, assessments; develop and execute content strategies, content marketing campaigns, and social media plans.
- Create messaging hierarchy plans, keyword research and recommendations, metadata plans, site maps, navigation structures, usability schemas.
- Provide writing, editing, PR, media relations, and journalism services that help clients achieve their goals in print, radio, TV, and other channels.
- Clients have included Behr, The Trust for Public Land, and United Auto Workers (UAW) Ford Magazine.

CONTENT STRATEGIST

Aztek — Cleveland, OH

January 2012 – July 2013

- Served as part of the Web Marketing team at Aztek, a web development, design, and marketing firm.
- Developed, implemented, and grew a new comprehensive program of Content Marketing services.
- Managed the Content Services offerings including: content strategy, audits and analyses, development, editing and revision, optimization, blogging.
- Managed the Aztek blog, including: content strategy, planning, and editorial calendars; editing; writing; training staff; facilitating promotion.
- Assisted in Search Engine Optimization (SEO) initiatives including keyword research and the development and optimization of keyword-rich text.
- Provided clients with well-written, effective, and engaging web content that supported branding initiatives and helped achieve project objectives.
- Worked with numerous clients on a variety of projects: website redesigns, web marketing, content marketing, and search engine marketing campaigns; blogging; social media campaigns; case study development; assessments; and more—with proven results and high ROI.
- Educated clients and colleagues on burgeoning trends in web and content marketing and up-to-date best practices.

WEB CONTENT CREATOR

S.G.T. Inc. at NASA's Glenn Research Center — Cleveland, OH

August 2009 – December 2011

- Created feature stories for the NASA website, www.nasa.gov: researched, pitched, interviewed, reported, wrote, fact-checked, published.
- Created and edited other content as needed for the website and related marketing collateral materials; posted content to website through CMS.

- Coordinated photos, video, interactive web applications, and other multimedia elements and experiences for the website.
- Launched and managed social media for NASA Glenn (attracted 1,500 + Twitter followers and 1,100+ Facebook fans in first year).
- Advised on social media and networking strategies, AP style, editorial standards and initiatives, and web best practices.

MEDIA RELATIONS ASSOCIATE

The Cleveland Institute of Art — Cleveland, OH

June 2008 – August 2009

- Managed communications with the media: generated press releases, identified recipients and targeted pitches, facilitated follow-up.
- Achieved successful placement of CIA stories in local and national media, from The Plain Dealer and 90.3 WCPN to Real Simple and Vanity Fair.
- Co-Founded and managed the CIA blog (www.cia.edu/blog): created, edited blog content; attracted 10,000 unique visitors to the blog in first year.
- Created content for CIA website; managed online pressroom and calendars through CMS; developed and executed social networking strategies.
- Facilitated video podcasts, email blasts, direct mail campaigns, promotional materials, special events, and media buying.

EDITORIAL ASSISTANT

Cleveland Scene — Cleveland, OH

January 2008 – June 2008

- Served as liaison between Editorial Department and all other departments, Village Voice Media Corporate Offices, and general public.
- Contributed to the Scene blog: developed and wrote a weekly blog feature, '\$13 Dining'; promoted online content to other web-based media.
- Maintained the online dining guide, managed corporate databases and archives, freelance pay, and all editorial records.

EDITORIAL ASSISTANT

Cleveland Magazine — Cleveland, OH

August 2006 – January 2008

- Researched, interviewed, reported articles for City Life, Arts and Entertainment, A La Carte, the feature well, cover packages and special sections (including supplemental publications Home Décor and Elegant Wedding), Agenda, and the Cleveland Magazine website.
- Executed listings for cover packages and assigned special sections; managed public inquiries; mentored interns; fact-checked articles.

Skills & Technical Proficiencies

Skills

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| • Content Marketing | • Content Strategy |
| • Writing* | • Editing, Copyediting, Proofreading |
| • Inbound Marketing | • Corporate blogging |
| • Search Engine Optimization | • Social Media Marketing |
| • Email, Direct Mail campaigns | • Public Relations / Media Relations |
| • Public Speaking, Improvisation | • Basic Web and Graphic Design |
| • Vendor Selection and Management | • Project Management |

* Writing: web, marketing, technical, news, feature, ads, multimedia and more

Technical Proficiencies

- Several CMS / blogging platforms, including WordPress, BlogEngine.net and custom-built and/or proprietary CMS built on .net, Cold Fusion, Ruby on Rails
- Inbound marketing tools, including HubSpot (Inbound Marketing Certified)
- Google web management tools including Google Analytics, Webmaster Tools, AdWords
- Keyword research tools, including Moz
- Social media management tools, including HootSuite
- Foundational HTML | Adobe Creative Suite | Smartling | Cision | Lexis-Nexis | AP Style | Yahoo! Style | Apple Creativity Apps | Google Apps for Work (office suite) | Microsoft Office suite | PC / Windows; Mac / OSX

Education

M.A., Magazine, Newspaper and On-line Journalism — June 2006

S.I. Newhouse School of Public Communications, Syracuse University — Syracuse, NY

B.A., Communication, Writing Specialization — May 2005

Loyola College in Maryland — Baltimore, MD

Conferences Attended

- Content Marketing World, Content Marketing Institute—Columbus, OH (September 2012)
- Content Marketing World, Content Marketing Institute—Cleveland, OH (September 2011)
- Social Media Training and SEO Education, Online Marketing Institute— Cleveland, OH (June 2010)
- Communications School, National Association of Government Communicators — Bethesda, MD (May 2010)
- Usability Week 2010 Conference, Nielsen/Norman Group — New York, NY (March 2010)

Additional Experience

CAST MEMBER, MARKETING DIRECTOR

Something Dada Improvisational Comedy Company — Cleveland, OH

2007 - 2011

- Performed improvisational comedy at weekly shows and private, corporate, community, and fundraising performances.
- Coordinated marketing, promotions, event planning, fundraising, donation solicitations, booking, and group ticket sales.