# Sommer Downs, Content Marketing Manager | Strategic Content & Editorial Lead

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LINKS

LinkedIn, Portfolio

PROFESSIONAL SUMMARY

Strategic content leader with 8+ years of experience building content programs that drive visibility, leads, and brand authority. Expertise in content strategy, SEO, thought leadership, editorial operations, and AI-powered content workflows.

## EMPLOYMENT HISTORY

Dec 2022 — Jun 2026

### Content Marketing Manager, TSIA — Remote

Led content strategy, thought leadership, editorial operations, SEO initiatives, and content production for TSIA, a leading research and advisory organization serving technology and services companies. Partnered with research analysts, executives, product leaders, and subject matter experts to create content focused on AI, customer success, professional services, managed services, pricing strategy, and digital transformation.

- Produced 88 blogs and 22 ebooks in a single year while maintaining a high-volume editorial calendar.
- Built and scaled TSIA's ebook program, creating a repeatable gated-content lead generation channel that generated hundreds of monthly conversions.
- Helped drive nearly 4x growth in organic search visibility through SEO optimization, content refreshes, FAQ implementation, and AI-search-ready content structures.
- Increased SERP feature visibility from 73 placements to 575 placements.
- Managed editorial calendars, freelancers, content workflows, style guides, and content governance processes.
- Collaborated with marketing, research, product, analytics, and executive teams to support webinars, podcasts, conferences, research journeys, and integrated campaigns.
- Created executive thought leadership content focused on AI Economics™, AI-native organizations, outcome-based pricing, service-led growth, and enterprise technology trends.
- Awarded the 2025 TSIA MVP Marketing Star Award in recognition of outstanding contributions to the marketing team, dedication to organizational goals, cross-functional collaboration, and commitment to excellence.
- Leveraged ChatGPT, Claude, Gemini, and other AI tools to accelerate research, content creation, optimization, and editorial workflows.

Sept 2019 — Dec 2022

### SEO Content Writer & Editor, The Hoth — Remote

Created SEO-focused content for clients across a wide range of industries, helping improve search visibility, engagement, lead generation, and brand awareness.

- Wrote blogs, website copy, articles, ebooks, landing pages, and guest posts designed to support organic growth and digital marketing objectives.
- Applied SEO best practices including keyword research, search intent analysis, metadata optimization, internal linking, and content structure improvements.
- Adapted content to diverse brand voices and audience needs while maintaining quality, consistency, and accuracy.
- Conducted extensive research and fact-checking to create authoritative content across technical and non-technical subject matter.
- Edited and proofread content to ensure alignment with client goals, editorial standards, and SEO requirements.
- Contributed to back link-building initiatives through guest posting and strategic content placement.

Nov 2017 — Sept 2022

### Digital Marketing Manager, Assistant Fashion Buyer , MISRED — Tampa

Led ecommerce marketing, content strategy, email marketing, social media, merchandising, and brand management for a multi-channel fashion retailer.

- Managed social media communities totaling more than 11,000 followers, driving engagement, customer loyalty, and online sales.

- Planned, created, and executed weekly email marketing campaigns reaching more than 7,000 subscribers.
- Maintained and optimized ecommerce storefronts and website content to improve customer experience and conversion opportunities.
- Supported a business generating more than $1 million in annual sales through marketing, merchandising, inventory planning, and brand initiatives.
- Coordinated monthly photoshoots and marketing campaigns to support seasonal launches and promotional initiatives.
- Developed content across social media, email, website, and promotional channels while maintaining a consistent brand voice.
- Managed vendor relationships, inventory planning, hiring, onboarding, and employee training initiatives.
- Monitored customer engagement and online reputation across digital platforms to strengthen brand perception and retention.

Aug 2020 — Aug 2022 | Marketing Copywriter, Mckenna Marketing Solutions | Tampa

Developed strategic marketing and brand assets for clients across multiple industries, helping businesses strengthen their positioning, messaging, and content marketing efforts.

- Created comprehensive brand guidelines and brand books to establish consistent messaging, voice, visual direction, and customer-facing communications.
- Developed long-form marketing assets, including ebooks, educational content, and lead-generation materials designed to support business growth and audience engagement.
- Collaborated directly with clients to translate business goals into clear, compelling content and brand strategies.
- Conducted research to identify audience needs, competitive positioning, and content opportunities.
- Produced website copy, marketing collateral, and digital content aligned with brand objectives and customer journeys.
- Ensured consistency across content, branding, and marketing materials through editorial review and quality control.

## EDUCATION

Aug 2020 — Aug 2022 | Writing MFA, Savannah College of Art and Design | Savannah

Summa Cum Laude

Jan 2015 — Jan 2018 | Bachelor's Degree, English and Cultural Studies & Art History, University of South Florida | Tampa