

CONTENT MARKETER

# Hello, I'm Katryna Balboni.

I am a versatile marketer and wordsmith with the ability to bring complex concepts to life across channels, audiences, and mediums.

A bit about me: I hold degrees in Medieval History and Wildlife Conversation, was runner-up for "Most Distinctive Laugh" in high school, have paid rent in three countries, and once accidentally climbed the tallest mountain in South Korea. I also bake a mean chocolate tart, am lousy at parallel parking, and will always choose Cher's "Believe" for my karaoke solo.

CONTACT

[katryna.balboni@gmail.com](mailto:katryna.balboni@gmail.com)

978.290.7162

[katryna-balboni.com](http://katryna-balboni.com)

Boston, MA

EDUCATION

2014 - 2015

M.A. Medieval History

University of York

2008 - 2012

B.Sc. Wildlife Conservation

UMass Amherst

HOW I WORK

- Thrives in a fast-paced environment with a varied workload
- Equal parts creative and analytical
- Comfortable with both high-level strategy and in-the-weeds execution
- Defaults to overcommunication

THINGS I BELIEVE

- Diverse teams create more innovative solutions
- Good content should convert, educate, and resonate
- Learning is never done
- There's no such thing as a boring topic—just bad storytelling
- Life is too short for ugly jigsaw puzzles

## Experience

### APPCUES

**Senior Content Marketing Manager** Aug 2019 - Present

**Content marketing manager** Aug 2018 - Aug 2019

Content department of one. Manages content budget, freelancer relationships, and strategy across multiple domains.

- Established and maintains detailed editorial calendar.
- Created brand voice, tone, and style guidelines.
- Owns the Appcues Blog (115k monthly page views, 25k newsletter subscribers), which is responsible for the majority of sales leads.
- Co-owns product marketing messaging and positioning—landing page copy, product launches, case studies, sales enablement.
- Leverages analytics to make data-driven improvements and iterations to content strategy.
- Grew organic traffic by 111% YOY on the Appcues Blog and by 245% YOY on ReallyGoodUX.
- Collaborates with in-house design and video teams to create multimedia content, landing pages, and marketing assets.
- Works closely with demand gen and social media to optimize content distribution and conversion strategies.
- Regularly contributes to in-app customer marketing, onboarding flows, and UX copy.

2018 - PRESENT

# Experience continued

2017 - 2018

## CAMPANDA

### Manager of Content Strategy

Nov 2017 - Jun 2018

Responsible for all content initiatives from ideation to promotion.

- Collaborated with executive management, marketing, and sales teams.
- Ran detailed competitor analysis and internal audits.
- Defined content objectives and created cohesive editorial calendar and style guidelines.
- Managed team of freelance writers.
- Produced content for remarketing, onboarding and transactional email campaigns.
- Created mock-ups of major redesigns of landing pages and signup flow.
- Managed paid and organic promotion of content on social media.

## TRAVELPIRATES

### Senior Editor

Mar 2017 - Nov 2017

### Editor

Apr 2016 - Mar 2017

Led team of in-house and freelance content creators.

Responsible for entire content cycle from ideation to promotion.

- Researched, wrote and edited travel articles to meet aggressive deadlines.
- Leveraged Google Analytics to make data-driven improvements to content strategy.
- Collaborated with international PR, social media, and marketing teams.
- Championed SEO best practices and brand-building strategies
- Onboarded new hires and organized ongoing training workshops.

2016 - 2017

## SKILLS

- Copywriting and editing
- Long-form content
- Landing page copy
- In-app messaging
- Product launches
- Product messaging
- SEM, SEO best practices
- Persona-based marketing
- Team management

## TECHNICAL SKILLS

- Adobe InDesign, Illustrator
- G Suite & Microsoft Office
- CMS: Webflow, WordPress
- SaaS: Airtable, Asana, Hubspot
- Analytics: Google Analytics, SEMRush, Ahrefs, etc.

## HOBBIES

- Baking & cooking
- Printmaking
- Medieval history
- Korean language
- Linguistics
- Jigsaw puzzles
- Travel
- Writing

# References

CONTACT FOR REFERENCES