

Cara Harshman

Hot off the tails of four years of writing, editing, and building a content marketing team at an explosive-growth startup, I am seeking a job where I can dedicate myself to in-depth reporting, video and audio production with an amazing team and most importantly, a manager I can learn from.

EXPERIENCE

Optimizely, San Francisco — Content Marketing Manager

2012 - 2016

Established the content strategy that developed Optimizely as a trusted authority in data-driven marketing, A/B testing, and personalization.

- Created case studies, web copy, blog posts, eBooks, webinars, infographics, Twitter chats to educate target audiences in retail, B2B, travel, and media industries.
- Launched and managed the award-winning Optimizely Blog that sourced writers from every department and grew in organic traffic by 119% between 2014 and 2015.
- Wrote [A/B Testing: The Most Powerful Way to Turn Clicks Into Customers](#), a book about Optimizely's inception and A/B testing strategy.
- Developed the Optimizely tone & voice style guide, editorial calendar and step-by-step guides on executing webinars, eBooks, case studies.
- Orchestrated a 2-day user conference, including the agenda and selection, management and coaching for over 40 speakers.

Madison Magazine, Madison, WI — Associate Web Editor

February 2012 - July 2012

Defined a brand new role responsible for increasing digital-first content.

- Reported on the 'Best of Madison 2012', the annual city favorites guide cover story and introduced multimedia stories for the first time.
- Proposed website layout changes to increase engagement and page views.

The Badger Herald, Madison, WI — City & Multimedia Editor

September 2007 - January 2009

Responsible for sourcing stories and managing writers for the city beat and brand new multimedia position.

- Sourced and managed writers to produce daily articles.
- Shot and produced news videos for campus, city and state news stories.

EDUCATION

University of Wisconsin-Madison — BA, Journalism

2007 - 2011

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SKILLS & TECHNOLOGIES

Writing, Editing, Social Media, Interviewing, Storytelling, Blogging

Google Analytics, inDesign, Photoshop, Final Cut Pro, Keynote, PowerPoint

PUBLIC SPEAKING

(Upcoming) MozCon 2016 –
“Up Level Your A/B Testing”

CTAconf 2016 – “The Homepage is Dead”

MozCon 2015 – “Online Personalization That Actually Works” *Top-rated session out of 27 presentations

LANGUAGES

Spanish – Proficient

Yorùbá – Proficient

PROJECTS

North of Lagos – Personal travel blog, YouTube channel and Facebook page created to document year spent living in Nigeria.