

Alice Crady, Content Marketing Manager

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Professional Experience

AllisonCrady.com, San Francisco, CA June 2020-present

Content Marketing Manager

Produce and strategize long-form web content and branded social media posts. Collaborate with digital brands to align with publication voice and editing style. Inform, educate, entertain, and build trust with multiple reader groups.

- Delivered over 100 articles for large digital publications on mental health, lifestyle design, and wellness topics
- Wrote stories for 12 unique publications using creative branding, editing, and organization skills
- Published 35 articles for the “Weekly Love News,” covering mental health, women, and trauma healing topics
- Crafted hundreds of branded social media posts and visual content for Facebook and Instagram platforms

Facebook, San Francisco, CA Sept 2019-June 2020

User Experience Researcher

Define user mental models, needs, and pain points to connect the dots with business products and services.

Google Maps, San Francisco, CA Aug 2018-Aug 2019

User Experience Researcher

Plan and prioritize user-centric projects to meet human needs and improve company products and services.

CDF Distributors, Nashville, TN July 2016-April 2017

Content Marketing Manager

Produce research-based content weekly to publish on multiple company websites. Develop topic expertise on sustainability and emerging tech trend topics. Lead SEO strategy and link-building campaigns to build trust.

- Created dozens of high-quality articles for 5 unique digital brands that led to business growth

The Lion’s Roar Newspaper, New Orleans, LA Aug 2011-May 2015

Reporter, Arts & Entertainment Editor, Assistant Editor

Deliver multiple news articles weekly, including interviews, event coverage, and photography. Generate story assignments, design news page layouts, and train reporters on AP style guidelines. Create social media content.

- Produced multiple news and feature articles each week for 4 years, which helped sell local ads
- Won an award for news reporting (10,000+ students) from the Society of Professional Journalists

Communication Skills

- **Strengths:** Written and verbal communication, content creation, content strategy, content marketing, brand voice design, cross-functional collaboration, project planning and prioritization, and active listening
- **Courses:** Energy 101, shadow work, psychology 101, inner peace, Jungian dream tending workshop
- **Hobbies:** Creative non-fiction writing, singing and songwriting, conscious movement, decluttering

Higher Education

UX Design Certificate, Focus in Product Management and User Research 2017

GrowthX Academy * San Francisco, CA * class favorite

Bachelor of Arts, Communication, Org Comm and Public Relations 2011-2015

Southeastern Louisiana University * New Orleans, LA * GPA: 3.9