


RENÉ CLARK


CONTENT WRITER & DIGITAL MARKETING PROFESSIONAL

804-334-1471 

reneclark1@gmail.com 

linkedin.com/in/ReneClark 

daizychain.io/work-samples 

12104 Waterford Way Place,
Richmond, VA 23233 

SUMMARY

Data-driven content writer & digital marketer with 15+ years experience in marketing, sales & content development. Proven success in creating & executing integrated marketing campaigns that get business results.

- **60+ PEOPLE DEVELOPED**
- **6000+ CAMPAIGNS EXECUTED**
- **\$300M+ REVENUE GENERATED**
- **150+ CLIENTS SERVED**

SKILLS

- Copywriting & Editing
- Website & Landing Page Copy
- Content Marketing HubSpot Certified
- Data Analytics
- Email Marketing Campaigns
- Inbound Marketing HubSpot Certified
- Omni-Channel Marketing
- Article/Blog Writing
- SEO SEMrush Certified
- Website Design & UX
- Sales Enablement Materials
- Research & Source Analysis

WORK EXPERIENCE

Founder/Content Writer & Marketer, DaizyChain; Richmond, VA - 2015-Current

Provide copywriting & marketing solutions for start-ups, marketers & agencies:

- Developed marketing strategy, editorial calendar, audience personas, tone of voice guidelines & wrote social media & long-form content for a blockchain technology company
- Collaborated with Fortune 200 design team to create user experience focused website content, email templates, survey copy, and a variety of long-form content
- Identified market, product, competitor, and audience trends to develop the digital strategy & website copy for a global B2B virtual reality technology start-up


VP/Director S2 Partnership Marketing, The Martin Agency; Richmond, VA - 2011-2015

Led Digital Marketing team for Walmart & brands such as P&G, Pfizer, Samsung:

- Launched new account, pricing & communication strategy resulting in **\$300M+** revenue & first-time profitability for the Walmart Smart Network
- Created content marketing strategy & copy for **web, email, & direct mail campaigns**
- Led future-state scenario planning & communication strategy for nationwide expansion of **Walmart's in-store digital** network
- Designed multi-channel **customer experience platform**, My Local Pharmacist, & generated **\$8M digital revenue**
- **Promotions (3)**: Director, Leadership/Ownership team & Officer of the company

RENÉ CLARK


CONTENT WRITER & DIGITAL MARKETING PROFESSIONAL

804-334-1471 

reneclark1@gmail.com 

linkedin.com/in/ReneClark 

daizychain.io/work-samples 

12104 Waterford Way Place,
Richmond, VA 23233 

WORK EXPERIENCE

General Sales Manager, Main Line Broadcast; Richmond, VA - 2008-2010

Led Account Executive team for three-station radio cluster:

- Grew revenue 12% to **\$6M** & doubled market growth
- Built cross-functional digital sales team & **grew 33%**

General Sales Manager, Cox INC, Richmond, VA - 2006-2008/2001-2003

Led Account Management team responsible for **\$4.5M** in revenue

- Selected to concept & build the first cross-selling team for Cox INC
- Grew revenue 5%, beat the market with a 7.5% share

General Sales Manager: Viacom Washington, DC - 2003-2006

Led Account Executive team responsible for \$15M revenue

- Launched first **Spanish language FM** signal on East Coast
- Grew revenue 10% exceeding budget, beating the market by 9%
- Managed **HFStival/Event** | 90,000 attendees | \$1.3M revenue

CAREER NOTE

Additional tenure as a marketing & sales professional at WRIC-TV, Capital One, and Snagajob. Details available upon request.

EDUCATION

Master of Fine Arts (MFA), Creative Writing, 2014

Queens University of Charlotte, Charlotte, NC

Bachelor of Arts (BA), English, 1997

Virginia Commonwealth University, Richmond, VA

TECHNICAL SKILLS

- Mac OS: Keynote | Pages | Numbers
- Office: Word | Excel | Powerpoint
- G-Suite: Drive | Sheets | Docs | Slides
- Adobe CC: InDesign | Photoshop | Illustrator
- CMS: Squarespace | Wordpress
- Salesforce | Basecamp
- Hootsuite | Buffer | HubSpot
- Omnigraffle | Balsamiq | SEMrush

PERSONAL SKILLS

- Creativity
- Collaboration
- Communication
- Problem Solving