




Hi, I'm Shayna Hodkin!

I'm a content marketing leader with experience building, managing, and scaling editorial programs.

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 [LinkedIn](#)

 [Portfolio](#)

Content Lead

[Knapsack](#) / February 2021 - June 2022

At Knapsack, an early-stage startup, I created a revenue-generating multi-platform content marketing program including thought leadership, blog posts, long-form reports, a podcast, webinars, email campaigns, PPC, and social media management.

- Released quarterly reports with over 70% growth between releases
- Developed content partnerships with organizations including IBM and Contentful
- Grew MQLs/SQLs generated from reports by 40%
- Grew the company blog from zero posts to thousands of readers
- Grew social channels by over 1000% within 12 months
- Produced over 20 podcast episodes and growing audience by over 50%
- Hired and managed a team of freelance writers and designers
- Sent bi-monthly emails to 3k+ recipients with a nearly 35% average open rate
- Developed brand guidelines for marketing and product and enforcing them across all channels, including marketing copy, UX writing, and the Help Center

Lead Content Marketer

[HiBob](#) / February 2020 - February 2021

As HiBob's sole content marketer for most of my tenure, I worked closely with demand gen, product marketing, sales, and customer success to build a scalable, holistic content strategy and editorial calendar.

- Grew blog readership over 1500% within six months
- Moved 20 blog posts from the archive to the top search result on Google
- Hired and managed a staff of skilled subject matter experts to contribute blog posts and white papers
- Increased email open rates by 15%
- Produced all marketing copy, including web copy, PPC, popups, emails, and video scripts

- Built and launched integrated campaigns, including webinars, blog posts, white papers, social posts, and email campaigns

Managing Editor, Inside Design

InVision / August 2018 - February 2020

The InVision blog is an industry-renowned design publication with over 3 million subscribers. In my role as Managing Editor, I was responsible for maintaining all blog operations, from hiring writers to uploading posts.

- 85% growth in readership quarter over quarter, from 300,000 monthly readers to nearly 2,000,000
- Managing and mentoring a staff of over 40 freelance writers
- Increasing weekly email open rates by over 10% and conducting AB tests on a multi-million person distribution list
- Regular posting cadence of 3-5 posts/week, all of which I sourced, edited, and uploaded

Director of Content Marketing + Community

RapidUI / October 2017 - July 2018

As the now-defunct small startup's only writer, I managed all editorial, marketing, UX content, and internal communications.

3Cs: Content, copy, creative

Freelance, October 2013 - October 2017

As a full-time freelancer, I worked with tech companies on copy, content, and creative direction.

Clients include Wix, InVision, and [Gong.io](#).

BA, English Language and Literature

University of Maryland, 2011