

# Rexly Penaflorida II

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## Content Marketer

### *Data-driven Content Marketing with Expertise in Strategy, SEO Analysis and Implementation, and Production*

Versatile content marketing professional offering expertise in content strategy and implementing SEO best practices across multiple content assets. Proven track record of developing and executing successful content projects aligned to organizational objects with a focus on lead growth, top-of-funnel marketing, operational process improvements, and cost optimization. Motivated professional committed to professional growth and development who consistently exceeds KPIs.

View my portfolio website at: <https://rexlypenafloridaii.com/>

## CORE COMPETENCIES

- |                     |                                   |                               |
|---------------------|-----------------------------------|-------------------------------|
| ◆ Content Strategy  | ◆ SCRUM                           | ◆ Operational Processes       |
| ◆ Content Writing   | ◆ SEO Data & Analytics            | ◆ Cross-functional Leadership |
| ◆ User Experience   | ◆ SEO Implementation              | ◆ Efficiency Improvements     |
| ◆ Cost Optimization | ◆ Data Reporting and Presentation | ◆ Stakeholder Management      |

## PROFESSIONAL EXPERIENCE

### *ReviewTrackers*

**2018 – 2023**

#### **Content Strategy Lead (2022 – 2023)**

- ▶ Oversaw monthly content strategies that included creating new blog content and optimizing older posts that reached 864,000 organic new users, garnered 1.04 million clicks, and generated over \$250,000 of pipeline annually.
- ▶ Led and presented monthly reports to the marketing team and stakeholders on organic content performance and provided multiple SEO- and data-based next steps for improving metrics and meeting KPIs.
- ▶ Utilized powerful marketing tools such as Semrush, Google Analytics, and Google Search Console to conduct comprehensive SEO keyword research to bolster ongoing content strategies and discover new initiatives.
- ▶ Coordinated and contributed to cross-team project execution on an annual report covering online reputation metrics for multiple industries.

#### **Content Marketing Strategist (2020 – 2022)**

- ▶ Contributed to monthly leadership marketing reports. Utilized Google Analytics and Salesforce to gather data on organic search traffic and highlighted key metrics that accelerated KPIs.
- ▶ Bolstered YouTube content created by customer success team. Injected 5-6 SEO-friendly keywords and 2-3 links to multiple video series to better capture leads.

#### **Content Marketing Specialist (2019 – 2020)**

- ▶ Optimized 2-4 existing blog pages on a weekly basis. Added 3-4 keyword groups garnered through SEO research in addition to bolstering internal linking.
- ▶ Crafted 5 pillar topics along with 6-8 subsequent blog posts covering core topics in online reputation management such as the Google Business Profile, Yelp for Business, and managing online reviews.

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## Content Writer (2018 – 2019)

- ▶ Produced 3-5 weekly blog posts covering numerous topics on online reputation management for a variety of industries.

## *Youtech and Associates*

**2018 – 2018**

### Content Strategist

- ▶ Produced 10-14 blog posts monthly for multiple clients to better establish online authority and attract potential customers.
- ▶ Collaborated with design and social media teams to create a successful rebranding proposal for an existing client including new logos, website, and content assets.
- ▶ Coordinated with the content team to create multiple variations of radio scripts and billboard advertisements for an HVAC client.

## *Tom's Hardware.com*

**2014 – 2018**

### Contributor

- ▶ Represented a \$8.4 million publication at multiple trade shows (CES, E3, PAX) with daily stories and additional content.
- ▶ Pitched and wrote 2-3 daily stories for a monthly audience of 15 million covering topics such as computer hardware, video games, and general technology news.
- ▶ Collaborated with editors and contributors on coverage of major product announcements throughout the year from brands including Apple, Microsoft, Lenovo, Nvidia, and AMD.
- ▶ Conducted interviews covering upcoming products and developments with executives from companies including Valve, Microsoft, Nvidia, and Razer.

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## TECHNICAL SKILLS

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**Data:** *Google Analytics, Google Search Console, Google Data Studio, Yoast SEO, Semrush*

**Applications:** *Salesforce, Hubspot, Trello, Asana, Hootsuite, Wordpress, Google Workspace, Office 365*

**Systems:** *Windows, macOS*

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## EDUCATION & CERTIFICATIONS

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**Bachelor of Journalism** – *University of Missouri*

**Certificate in Full-Stack Web Development** – *Actualize Coding Bootcamp*