

# Greta Iverson

[My Website](#) | [LinkedIn](#) | [gretaiverson@gmail.com](mailto:gretaiverson@gmail.com) | Mesa, AZ

*Marketing professional with proven strengths in lead generation, Google Ads optimization, and SEO-driven content strategies. Expertise in managing large PPC budgets, CRM systems, and data-driven campaign performance tracking. Skilled at developing high-impact digital marketing initiatives that drive quality leads and maximize ROI through cross-functional collaboration.*

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## Experience

### *Freelance (Self employed), **Marketing Specialist***

*Apr 2020 - Present*

- Managed Google Ads and social media PPC campaigns (Facebook, Instagram, LinkedIn), optimizing bids and audience targeting to maximize lead generation and ROI.
- Moved in-person conferences to digital platform while retaining 97% of original conference registrants,
- Launched national webinar series, increased overall attendance by 30% through targeted paid advertisements
- Managed all customer data in Zoho: Marketing Platform, CRM, Video Conferencing
- Developed email drip campaigns tailored to unique marketing personas
- Wrote and edited all blogs, web content, email content, paid ads, social media posts
- Edited promotional video content

### *Planet Home Lending, LLC, **Branch Marketing Director***

*Feb 2020 - Nov 2020*

- Reorganized all web content to include mobile-friendly design, enhancing user experience and accessibility.
- Utilized CSS and HTML to create and automate email campaigns, improving efficiency and engagement.
- Implemented strategy to reach customers at all points in the funnel, increasing conversion rates and customer retention.
- Created and presented a 12-month marketing strategy that included both digital and in-person touchpoints, driving comprehensive audience engagement.
- Wrote and edited all blogs, emails, social media posts, ensuring consistent and compelling messaging.
- Collaborated with sales teams to align lead generation strategies with funnel stages, boosting customer retention.
- Managed direct mail campaigns, integrating digital and offline touchpoints to expand reach.

### *Pivot Communication, **Marketing Content Manager***

*Jan 2019 - Dec 2019*

- Developed content marketing strategies to support client goals in multiple U.S. markets
- Oversaw and adjusted marketing content creation efforts across traditional and digital platforms to nurture buyer journey
- Optimized web-based content based on audience-, market- and brand-specific search considerations
- Created all editorial calendars for content marketing efforts across channels, including blog posts, newsletters, email marketing, social media and PR/print
- Collaborated with graphic designers and web developers to streamline production and approval process for client collateral
- Grew and managed content team to meet business needs
- Wrote and edited high volume of marketing material under restricted time frame

### *Marijuana Business Daily, **Marketing Copywriter***

*Apr 2018 - Jan 2019*

- Developed and implemented all email automation strategies following international privacy law, including GDPR and CASL
- Collected and analyzed marketing campaign data to strengthen existing practices and developed new processes
- Oversaw and managed content distribution and logic to eliminate redundancies and prevent content shock where possible
- Created all in-house marketing and advertising copy for online, direct mail, email and text message campaigns
- Crafted and stylized all marketing content for partner communications, edited promotional copy for all additional marketing communication channels
- Led SEO-driven content strategies, conducting keyword research and optimizing web pages for search visibility.
- Created editorial calendars for multi-channel campaigns (blogs, newsletters, social media), ensuring alignment with lead generation goals.
- Strategized, drafted and deployed messaging for MJBizDaily content marketing via email, mobile and web platforms

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## Skills

Google Ads | SEM/PPC | AP style | Data Analysis | Lead Generation | Content strategy | editorial planning | On-page search engine optimization (SEO) | Audience segmentation | A/B Testing | Conversion optimization | Project management | Interpersonal communication | Omnichannel creative strategy

## Software

Google Analytics | Google Ads | Microsoft Office | Wordpress | Adobe InCopy | Google Drive | Oracle Eloqua | Mailchimp | Microsoft Sharepoint | Clickability | Google Search Console | Final Cut Pro X | SocialFlow | HootSuite | Wrike | Trello | Zoho | Basecamp | Constant Contact | Facebook Ads |

*Granicus, **Product Marketing Content Writer***

*Oct 2017 - Mar 2018*

- Conducted all product research, including company-related information and competitive intelligence
- Streamlined inter-departmental communication to develop content distinguishing between SaaS, hosted and on-prem solutions
- Created and maintained consistent style and tone for product marketing messaging, including all one-pagers, landing pages, blogs and product launches
- Edited content across multiple departments, including marketing, sales and professional services, for accuracy and consistency while preserving Granicus tone and brand

*WHYY News, **Freelance Reporter***

*April 2015 - Aug 2016*

- Pitched, wrote and edited hyperlocal news articles based on northwest Philadelphia community needs
- Previewed and attended events in person for online coverage
- Worked independently to complete articles on time under tight deadlines

*Jump Philly, **Reporter, Photographer***

*Oct 2012 - Aug 2015*

- Attended concerts and interviewed musicians for online event reviews and recaps
- Reported on local art- and music-related affairs for web and print
- Photographed local musicians, trending locations and live concerts to accompany web and print articles

*WCAU NBC10.com, **Digital Media Assistant***

*Aug 2014 - Mar 2015*

- Updated news features online in real-time for grammatical and factual accuracy
  - Produced original written online content through independent reporting and edited accompanying video in Dalet
  - Assisted web team in fast-paced newsroom publishing dozens of articles per day
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## **Education**

Temple University

**Bachelor of Arts • Journalism, French**

*Graduated early with honors*



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