

GRETCHEN POWELL FOX

content strategy • marketing leadership • storytelling

Hi there! I'm a passionate marketing leader, content strategist, and community builder with more than 13 years of experience writing for, speaking to, and creatively engaging customers. I have a proven track record of standing up stellar teams and captivating audiences with original content and dynamic campaigns, all while working cross-functionally with company leaders to strategically track success and drive business growth. Plus, I play a pretty mean ukulele.

PROFESSIONAL EXPERIENCE

Sr. Content Manager, Community, **Splunk** 4/2023 - Present

- Generate, amplify, and promote content to Splunk's vibrant community of users, encouraging product adoption and lifting engagement across community channels
- Channels include Splunk's community blog, forum, newsletters, events, education platform, and user group Slack workspace with a combined 80k+ community members
- Curated an all-new editorial strategy, built a community content calendar, and fully revamped Splunk's previous article request/submission process
- Helming the 2023 Splunk Career Impact survey, report, and comprehensive marketing plan
- Lifted community activity by +13% in four months and boosted overall membership by +18% y/y

Director of Content Marketing & Strategy, **Evernote** 12/2021 - 2/2023

- Pioneered Evernote's overarching B2B and B2C content strategies, aligning content streams (social media, influencers, website, blog, newsletter, PR) to support business goals and GTMs
- Led a team of 5 and managed many cross-functional relationships across marketing, creative, product, engineering, customer experience, and the leadership team
- Managed social media roadmaps and content calendars across all social channels (1.3M followers), resulting in a +1500% rise in impressions, a +667% rise in engagement, lifting positive sentiment by +98% and decreasing negative sentiment by -37%
- Stood up Evernote's in-house influencer marketing program, resulting in a +3232% lift in organic impressions, +3490% increase in organic engagements on Instagram, and decreasing CPM by 98%, yielding high-performing creator content and UGC (~12.5% avg. engagement rate; 7.45% clicks-to-installs conversion rate)
- Launched and managed Evernote's organic TikTok channel, with a 60-day account growth rate of +7202% followers and +2900% video views
- Wrote and edited short- and long-form content and produced video content across social media channels, blog, website, email newsletters, product notes, and press releases
- Revamped the Evernote brand book and style guidelines to encompass a multi-channel engagement approach, customized for each platform and audience persona
- Created and managed editorial calendar and blog roadmap, overhauling blog and web content by iterating on posting cadence, implementing SEO best practices, performing historical optimizations, and increasing reach through content amplification, resulting in a greater than 215% increase in web and blog traffic from social channels
- Curated content for monthly email newsletter (14M global subscribers), successfully maintaining open rates of 23-34% with unsubscribe rates of less than 0.07%
- Role impacted by non-performance-based company-wide layoff In February 2023

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Director of Content Marketing, **Surprise.com**

5/2021 - 12/2021

- Crafted content strategy for flagship B2B SaaS workplace solution app, driving +230% y/y website traffic increase in 3 months through self-hosted blog (WordPress CMS)
- Raised brand visibility and community engagement via major social media channels (15k followers); boosted followers by +33%, engagement by +206% and impressions by +2800%
- Assembled and led in-house team of 4 copywriters & social specialists; created company style guide, developed brand voice, audience personas, and grammar guidelines
- Developed and owned content calendar, asset development plan, editorial calendar, and social media assets; wrote, edited, and assigned short- and long-form content
- Devised product language and narratives to ensure cohesive messaging; designed UX text and microcopy for app and web (desktop + mobile) to facilitate end-to-end user experience

Sr. Community Director, **Yelp**

4/2013 - 5/2021

- Achieved 400% growth of the Northern VA Yelp Elite Squad (Yelp's superuser community)
- Hired and managed a high-performing team of 6 direct reports and freelancers
- Social media manager, strategist, and content creator; launched & 10x'd @yelpnova IG, developed and managed content calendar across social platforms (50k followers)
- Wrote and published weekly Local Yelp (400,000+ subscribers) and Elite (1000+ subscribers) email newsletters with 28% and 82% average open rates, respectively
- Worked B2B with local business owners to promote and connect with the Yelp community through largescale digital, out-of-home, and experiential marketing campaigns
- Created B2C content to facilitate event and experience RSVPs, encourage review and photo user contributions, and issue detailed instructions via the Yelp.com website, Yelp mobile app, email newsletters, and event calendar
- Wrote and edited blog posts, articles, event listings, and email nurture campaigns to grow and manage user community
- Executed 50 - 2000 attendee community events 2-6x a month, virtually and in-person
- Advancement timeline: Community Manager (2013-2014), Sr. Community Manager (2014-2016), Community Director (2016-2019), Sr. Community Director (2019-2021)

Blogger & Social Media Manager, **gretcheninbetween.com**

8/2010 - 11/2019

- Leveraged brand strategy and development, social media marketing, and content marketing, driving reach of over 90,000 pageviews a month and developing a loyal reader base
- Expertise in WordPress CMS development and management

SKILLS & SOFTWARE

- Hubspot
- Jira
- TikTok
- Pinterest
- Hootsuite
- Iterable
- WordPress
- Asana
- Instagram
- Facebook
- Later
- Adobe InDesign
- SEMRush
- Airtable
- Twitter
- Snapchat
- Notion
- Google Analytics
- Figma
- Tableau
- LinkedIn
- Sprinklr
- Khoros
- Meta Business Manager
- Canva
- Qualtrics
- YouTube
- Sprout
- Bevy
- TikTok Ads Manager

EDUCATION

B.A. Communication Studies, **James Madison University** (2009)