



# MEISHA BOCHICCHIO

MARKETING MANAGER, PMP

## CONTACT

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@MARKETINGMEISHA

## EDUCATION

**BACHELOR OF SCIENCE, MARKETING**  
ANDERSON UNIVERSITY / CLEMSON UNIVERSITY | 2012

**PROJECT MANAGEMENT INSTITUTE**  
PROJECT MANAGEMENT PROFESSIONAL | 2019

### MARKETING CERTIFICATIONS

- Google Ads
- Bing Ads
- Google Analytics
- Drift
- HubSpot

## EXPERIENCE

### CONTENT MARKETING MANAGER

WISTIA | APRIL 2020 - CURRENT

- Develop and manage annual content calendar
- Research and develop demand generation content
- Manage third-party relationships with content agency and SEO consultant
- Oversee SEO strategy; manage website optimization projects
- Manage content distribution strategy via email marketing and paid/organic social media

### CONTENT MARKETING MANAGER

PLANSOURCE | FEB 2018 - APRIL 2020

- Develop and manage annual content calendar
- Fully manage marketing campaigns and promotions from research, development, design, promotion, and reporting
- Manage SEO campaigns and website optimizations
- Manage paid media budget of \$250,000+ annually
- Generated over 3,000 MQLs since being hired via content

### MARKETING SPECIALIST

FUEL TRAVEL MARKETING | FEB 2013 - FEB 2018

- Developed and managed SEO, PPC, and Social Media campaigns on behalf of clients
- Project management of marketing campaigns; client reporting and presentation on results and recommendations
- Y/Y results for former client: 88% increase in organic website traffic, 53% increase in organic sales, 62% increase in organic revenue

## SKILLS

- Search Engine Optimization
- Paid Search Marketing
- Organic/Paid Social Media
- Web Content Development
- Copywriting/Editing
- Baking
- Guest Blogging
- Layout Design
- Analytics and Reporting
- Audience Research
- Project Management
- Dad Jokes