

CAROLYN ALDER

Content Marketing Strategy

📞 801-953-2292 [Connect on LinkedIn](#)

📍 Salt Lake City, UT (Remote)

EXPERIENCE

Executive Content Director

Skyword

📅 04/2021 - Present 📍 Remote

4 promotions over 5+ years

- Developed and executed multi-channel content strategies for enterprise brands such as Johnson Controls to increase AI visibility and drive business outcomes
- Wrote, edited and published long- and short-form copy across channels
- Interviewed internal subject matter experts and customers to **translate complex technical topics** into compelling thought leadership content
- Created marketing performance dashboards and continuously optimized strategy for SEO, AEO and conversions, generating **10% CTR** within articles
- Produced **multi-day testimonial and product video shoots** from concept through final delivery, managing pre-production, on-set operations, stakeholder coordination and post-production workflows

Copywriter

Avalaunch Media

📅 05/2019 - 03/2021 📍 Lehi, UT

- Wrote and edited content for product launches, nurture series, websites, pitch decks, paid media campaigns and press releases across B2B and B2C accounts
- Transformed technical, product and regulatory topics into **accessible narratives** for customers, stakeholders and sales audiences
- Supported **PR strategy and thought leadership** development for clients, shaping media-worthy angles and launch narratives for SaaS and service businesses
- Delivered authority-building content that **enhanced SEO visibility** and conversion support across integrated campaigns

Education & Business Reporter

Park Record

📅 09/2017 - 05/2019 📍 Park City, UT

- Reported on education, business, policy and community issues, distilling complex developments into timely, trusted stories for local audiences
- Built relationships with community leaders and decision-makers to surface meaningful story angles and produce high-interest reporting that consistently ranked among the **publication's most-read work**
- **Increased viewership by 13%** through audience-relevant journalism grounded in trust, nuance and editorial judgment

Journalist & Copywriter

Freelance

📅 05/2016 - 12/2020 📍 Salt Lake City, UT

- Pitched and wrote stories that were published in **USA Today, Outside, Backpacker, Climbing, SKI and Outdoor Retailer**
- Demonstrated strong editorial instincts and audience-fit story development
- Created and syndicated press releases to hundreds of media outlets

Editor-in-Chief

Wasatch Magazine

📅 05/2016 - 05/2017 📍 Salt Lake City, UT

- Shifted focus from print to digital and **increased story production by 200%**
- Hired, managed, and trained a team of 10 writers and photographers who produced a monthly magazine
- Successfully launched an annual film festival as a brand extension
- Managed social strategy for Instagram and Facebook accounts

SUMMARY

Strategic storyteller with a journalism foundation and deep experience building cross-channel content programs that drive business impact. Trusted by enterprise stakeholders at **Samsung, Verizon, Citizens Bank, Johnson Controls, Seagate and Turing** to shape editorial POV, manage content governance, define and measure KPIs, optimize performance and scale content operations.

KEY ACHIEVEMENTS



94% YoY traffic growth

Created GTM content for emerging verticals. Within **6 months**, helped move Samsung from unranked to **top 5** for high-value search terms



400+ assets per year

Owned and scaled a complex editorial calendar while maintaining narrative consistency across channels and stakeholders



75% engagement rate

Developed brand-defining case studies with strong engagement rates that directly helped sales close new business

EDUCATION

B.A. in Communications & Anthropology

University of Utah

📍 Salt Lake City, UT

VOLUNTEERING

Communications Manager

Utah Marketing Association

📅 2019 - 2020

Site Leader & Grant Writer

Running Forward

📅 2012 - 2018