

# Brandes Gress

Content Operations Manager

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 <https://www.linkedin.com/in/brandes-gress/>

Dynamic professional with 4+ years of experience in content strategy, marketing, and project management within a fast-paced start-up environment. Known for excellent organizational and planning skills, managing cross-functional teams, refining content production processes, and implementing successful content marketing strategies.

## Professional Experience

### Team Odeon

August 2020 - Present

Develop and manage content processes and projects across various platforms and collaborate to achieve specific business goals. Help with content organization and planning, decision-making, strategy, and overall management of key initiatives. Use content optimization and SEO best practices to write blog articles, and social media posts. Spearheaded email campaigns, and managed the company's social media channels.

- Developed content roadmaps, calendars, and Asana boards to enhance efficiency and transparency, aligning teams to achieve both short-term and long-term goals.
- Played a key role in implementing the company's new content marketing strategy following Siege Media training, driving a 550% increase in website traffic over 2 years.
- Executed 10 email campaigns for the release of research articles and 4 new products.
- Collaborated with teams to solve issues, resulting in successful product launches.
- Trained and onboarded new employees on CMS system

## Technical skills

- Ahrefs
- Excel / Google Sheets
- Microsoft Word / Google Docs
- Mailchimp
- WordPress
- Asana
- Google Analytics

## Licenses & certifications

### Hubspot Academy Content Marketing Certificate

Issued September 2024

- Storytelling
- Content Marketing Strategy
- Marketing Analysis
- Social Media Campaigns

### Google Project Management Certificate

Issued May 2023

- Project Planning
- Agile Methodologies
- Stakeholder Management
- Quality Management

## Education

### **Siege Media**

SEO, Content Marketing, & PR Training  
Completed April 2022

- Crafting Content Strategy
- SEO Content Roadmaps
- Content Audits
- Competitive Analysis
- Internal Linking Analysis
- Content Design Recommendations

### **California State University, Sacramento**

Bachelor's degree, Child Development  
2015 - 2017

## Interests

Sewing | Embroidery | Reading | Puzzles | Yoga | Hiking | Deli sandwiches | Avoiding the sun