

Austin (AJ) Beltis

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SUMMARY

I'm a content marketer who's just as comfortable with an Excel spreadsheet as I am with a blank Word document. I mix a unique approach to marketing analytics and SEO with a passion for efficiently creating captivating content. As a result, I helped to grow traffic to the blog of the nation's leading restaurant tech company to a seven-figure traffic number and revitalized the lead generation strategy for the blog of one of the East Coast's most renowned marketing tech companies – with plenty of movie references along the way.

PROFESSIONAL EXPERIENCE

HubSpot | Cambridge, MA Oct. 2018 – Present

Marketing Manager, Content & Acquisition (Nov. 2019 – Present)

- **Content Strategy:** Analyze traffic and conversion metrics to identify, create, and publish lead-generating content
- **Blog Optimization:** Own the conversion rate for 10,000+ blog posts to generate 400,000+ blog leads annually
- **Conversion Rate Optimization:** Devised a strategy to increase blog conversion rates by more than 1,000%
- **Regional Marketing:** Partner with marketers on four continents to implement global lead generation tactics

Content Optimization Specialist (Oct. 2018 – Oct. 2019)

- **Content Creation:** Proposed, wrote, and designed 2-5 content offers monthly for HubSpot's blog readers
- **CRO Testing:** Devised, executed, and analyzed CRO tests intended to increase blog CVR to net new leads
- **Historical Optimization:** Audited 800+ offers from HubSpot's content library to optimize lead generation

Toast, Inc. | Boston, MA Jun. 2016 – Sept. 2018

Content Marketing Specialist

- **Editorial Strategy:** Ran the Toast Restaurant Blog and grew traffic, leads, and MQLs all by more than 5x in two years
- **Blogging:** Wrote, edited, and historically optimized 4-6 blog posts each week for tens of thousands of readers
- **Content Marketing:** Created downloadable and interactive content, templates, eBooks, and industry reports
- **SEO:** Conducted SEO audits using SEMRush and Google Analytics to identify blog keyword opportunity
- **Podcasting:** Founded/hosted The Garnish, a podcast for restaurateurs named a top restaurant podcast by Groupon
- **Event Marketing:** Presented on marketing best practices at Toast's event series attended by hundreds of restaurateurs
- **Video Marketing:** Shot, edited, and was featured in videos utilized on blogs, landing pages, and social media

WRPI-TV | East Providence, RI Feb. 2014 – May 2014

Digital News Intern

- Wrote news stories on topics including politics, crime, and business using WordPress, LinApps, and media software

ACCOMPLISHMENTS, AWARDS & SKILLS

INBOUND Breakout Session Speaker – Rated Among the Top 10 Breakout Speakers 2019

Content Marketing Awards – Best Corporate Blog Nominee for the Toast Restaurant Blog 2017

Bryant University's Public Speaking Colloquium Winner 2015

- Competed against 50 students to write and deliver the best speech in an audience of more than 200 people

Software/Tools: HubSpot, Google Analytics, Salesforce, WordPress, Trello, Canva, G Suite, Microsoft Office

Skills: Public Speaking, Copywriting, Blogging, Marketing Analytics, Content Marketing, SEO, Media Literacy

EDUCATION

Bryant University | Smithfield, RI May 2016

BSBA, Marketing Concentration. **Second Major:** Communication

Summa Cum Laude