



Mitchell Salva

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- **Portfolio:** mitchcreates.com
- **Education:** University of Missouri - Kansas City
- **Degree:** BA - Communications - Film & Media

Work experience

11/2023 – present
New York, United States

Content Manager **TruckerTools**

- Spearheaded a collaborative executive-led social media strategy, providing coaching and content to the CEO, driving a 50% increase in follower count, and generating \$35K MRR pipeline from LinkedIn and X within 60 days.
- Conducted extensive market research and user interviews to refine app growth strategies.
- Managed comprehensive paid search campaigns in collaboration with external agencies, achieving a 15% quarter-over-quarter increase in views of the company's free web app, surpassing quarterly OKRs by 150%.
- Implemented behavioral analytics on the company website to optimize user experience and conversion funnels, leading to increased engagement and higher-quality sales demos.
- Designed and deployed interactive ROI calculators using a no-code tool. These became essential components in sales demos and trade show presentations and were praised for enhancing sales team effectiveness.
- Developed a multi-tiered model to quantify web app views' short-term and long-term value, guiding strategic decisions for scaling advertising budgets and enhancing content marketing efforts.

09/2022 – 08/2023
San Francisco, California,
United States

Marketing Lead **Builtfirst**

- Produced thought leadership content through LinkedIn, Twitter, and professional Slack communities to position Builtfirst leadership as influencers in the growing partner-tech market.
- Led the planning, content, and design for Builtfirst's presence at SaaS Connect, Crossbeam, and Catalyst in 2022, generating over \$50k ARR in pipeline value.
- Collaborated with stakeholders to provide product messaging, content, design, SEO, and no-code development to launch the redesign of Builtfirst.com.

05/2021 – 08/2022
New York, New York,
United States

Head Of Content Marketing **Gatherly**

- Led the development of an influencer marketing demand generation program projected to drive \$250k in ARR
- Collaborated with a paid media agency and increased web traffic by 2X through paid search and display campaigns
- Built a comprehensive mid and down-funnel marketing automation workflow in HubSpot to re-engage, qualify, and convert unqualified leads.

03/2019 – 05/2021
Leawood, Kansas,
United States

Senior Content Marketing Manager **Stackify**

- Increased organic search-driven traffic by 500k+ (2.5x growth)
- Led CRO efforts to improve content conversion rate, which contributed to increased qualified leads and revenue, resulting in an acquisition by Netreo Inc.
- Led the relaunch of Stackify.com and was responsible for product messaging, content, design, SEO, and no-code development.
- Developed and launched two sales enablement web apps, an ROI calculator and a pricing estimator, using no-code development platforms and Java.
- Developed a content database to aggregate and enrich data from Google Analytics, HubSpot, Search Console, Ahrefs, and more. This data heavily influenced product messaging and lead nurturing campaigns.



Work experience

10/2018 – 03/2019

Lee's Summit, Missouri,
United States

Content Manager ProfessionalChats

- Advised ProfessionalChats on content program migration for six months during their acquisition by Ruby Receptionists.
- Advised the marketing team on measuring and aggregating performance marketing analytics to correctly attribute marketing activities to revenue generated.
- Developed a full-funnel marketing strategy for three brands: content, growth, product marketing, and paid media.

03/2016 – 09/2018

Lenexa, Kansas,
United States

Content Strategist Arrow Acquisition

- Drove demand generation through 12 company social media profiles, resulting in a 2x increase in audience, engagement, social media generated traffic, and attributed SQLs
- Wrote and designed content for PPC, Digital display ads, emails, direct mail, and sales collateral.
- Owned the copy, design, SEO, development, and launch of 3 company e-commerce websites.
- Produced thought leadership to an audience of over 5 million across 20+ third-party industry publications and generated over \$100,000 in media value.
- Utilized no-code tools to develop multiple sales enablement web apps, such as a product selection web tool, a dealer toolkit, and an IOS app for trade shows.
- Product photography and videography for over 100 products.