

ALEXANDER YORK

CONTENT, SEO, AND GROWTH MARKETER

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With nearly a decade of B2B content marketing experience, I specialize in building organic content frameworks that drive traffic, boost awareness, and generate high-quality leads. I'm passionate about performance tracking, audience-driven storytelling, web optimizations, and leveraging distribution channels to maximize impact on the bottom line.

EXPERTISE

Technical SEO	Lead Gen Content Assets	AI Writing Prompts	CRO & A/B Testing
Performance Tracking	Team Management	Content Distribution	Email Campaigns

EXPERIENCE

FRACTIONAL HEAD OF CONTENT (WEB & SEO) Nov 2024 - Present

Search Atlas, Remote

- Implementing an organic content framework from the ground up to scale production, traffic, and leads.
- Leading a team of writers with exhaustive SOPs and a custom-built workflow within ClickUp.

SENIOR CONTENT MANAGER April 2022 - July 2024

ClickUp, Remote

- Built and scaled an end-to-end organic content machine that significantly increased blog production, which resulted in +352% YoY blog traffic, +118% Workspaces (leads), and 3X first-touch ARR.
- Led a team of internal writers, freelancers, and agencies to maintain content quality and production.
- Overhauled ClickUp's newsletter with accessible, value prop-driven copy geared toward core ICPs, which led to 5X subscriber growth, +10% open/click rate, +3% CVR, and sub 0.12% unsubscribe rate.
- Produced authoritative BoFu playbooks for core ICPs with actionable processes, resulting in a 34% MQL conversion rate through email and paid social channels.

CONTENT MANAGER Jan 2021 - April 2022

Teamwork, Remote

- Developed an organic content strategy focused on immediate growth by targeting core ICPs and impactful long-tail keywords with highly optimized and quality blogs, content hubs, and led-gen assets.
- Framework led to +1,500% YoY organic blog traffic while improving keyword visibility from sub 1% to 50.1%, making the blog responsible for 25% of total site leads (a 22% increase).
- Created top-performing including The Guide to Project Management content hub and The State of Productivity Report, which analyzed internal data (+7MM customer tasks) to uncover productivity habits.

COPYWRITER & WEB CONTENT MANAGER Feb 2020 - Dec 2020

PharmaCann, Chicago – **Contract**

- Developed nearly all email, web, print, and blog copy for various products and events.
- Managed 3 agencies (content, SEO, and PR) to follow brand guidelines and industry regulations.
- Crafted copy for a B2C marketing campaign, including billboard copy appearing in the Chicago market.

EXPERIENCE CONTINUED

CONTENT & SEO MANAGER

Nov 2018 - Feb 2020

PowerReviews, Chicago

- Built PowerReviews' first organic content strategy—increasing YoY blog traffic by 414%.
- Grew YoY organic site traffic by 112% and MQLs by 73% through content assets and web optimizations.
- Managed a web agency through a full site migration while producing web copy for key product pages.

SENIOR SEO SPECIALIST

Sept 2015 - July 2018

Sprout Social, Chicago

- Produced the highest-grossing content asset, The Best Times to Post on Social Media, which led to 50K+ monthly visits and \$25K+ in first-touch MRR by leveraging customer data for core ICPs.
- Increased organic blog traffic from 200K to 1M+ in less than 3 years.
- Led major SEO initiatives including a company acquisition site migration, transitioning from HTTP to HTTPS, and implementing schema markup across the blog.

EDUCATION

Roosevelt University, Chicago

2008 - 2010

MFA, Creative Writing

Bowling Green State University, Bowling Green, Ohio

2004 - 2008

BFA, Creative Writing

SOFTWARE EXPERTISE

- Ahrefs / SEMrush
- Surfer SEO
- Screaming Frog
- GA4, GSC, & LS
- Tableau
- Marketo
- Iterable
- Salesforce
- Fullstory
- Hotjar
- OptinMonster
- VWO
- WordPress
- Contentful
- ChatGPT
- Jasper

WRITING SAMPLES

[Prevent Team Burnout With a Productivity Plan](#)

ClickUp, Playbook

[The State of Productivity](#)

Teamwork, Industry Report

[State of Consumer Trust in Health & Beauty Shoppers](#)

PowerReviews, Industry Survey and Report

[The Best Times to Post on Social Media](#)

Sprout Social, Blog

[Mizuno USA Case Study](#)

PowerReviews, Case Study

[Teamwork Secures First-Ever Investment](#)

Teamwork, Press Release

ABOUT ME

- Named a top content writer by TopRankBlog
- Former English adjunct instructor at Roosevelt University
- Award-winning poet and published author
- Former MLB featured columnist at Bleacher Report
- Owner of a pretty good buffalo chicken wings recipe