

# Autumn Haile

California  
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Content Marketing | WSET Level 2 Certified | Freelance Writer | [Portfolio](#)

## FREELANCE COPYWRITING + CONTENT

Autumn Haile is a marketing director, copywriter, and journalist with over 14 years of experience writing and producing content. Her pieces have been featured in magazines, industry publications, and company websites across the globe. She lives in Morro Bay and currently serves as a Marketing Director at Presqu'ile Winery.

- MT Press - Publicity Writer - 2012 - Present
- Amplify Education - 2021
- Columbia Associates - Content Writer - 2018-2020
- Insourced Digital - Content Writer - 2018-2020
- Resortify - Content Writer - 2019
- NKD Magazine - Contributing Writer - 2016-2019
- Rare Country - Music Contributor - 2017
- DO615 - Music Contributor - 2017
- Jukebox Mixtape / Tomato Sass - Owner + Writer - 2012-2020

## PROFESSIONAL MARKETING & CONTENT EXPERIENCE

### **PRESQU'ILE WINERY, Santa Maria, CA — Director of Marketing**

January 2023- Present

- Develop, communicate, and increase revenue through digital advertising and social marketing strategy goals, budget, and calendar.
- Focused on SEO updates and in-depth web analysis to increase organic traffic by 8% MoM.
- Strategize around location-based keywords utilizing on-site SEO, Google My Business, and SEO tools to increase organic keywords by 77+ MoM.
- Partner with Wine Club and Tasting Room teams to develop consistent content and marketing initiatives across all departments.
- Provide analysis, analytics, and reports to C-Level executives on project performance and suggest improvements.
- Work closely with PR/Media team to craft storytelling opportunities, event sponsorships, and ad placements for building brand awareness.
- Oversee development of all content assets, collateral, ad development, and other creative.

### **FRANK / J.P. MORGAN CHASE, Remote — Director, Content Marketing**

Vice President, Student Services - November 2021 - January 2022

Senior Content Manager - February 2020 - October 2021

Content Manager - July 2019 - February 2020

## **SKILLS**

Content Strategy  
Copywriting  
Writing & Editing  
Project Management  
Email Marketing  
SEO  
AdWords  
Google Analytics  
PPC Advertising  
Product Copy  
Social Media  
Management  
Public Relations  
Team Management  
Publishing  
Mailchimp  
Google Suite  
WordPress  
CMS Systems  
Basic HTML  
Ryte  
Asana  
Customer.io  
Photoshop  
Canva

- Responsible for developing the end-to-end content production pipeline consisting of over 86 articles, webinars, newsletters, and assets monthly, amassing over 1600+ articles in under two years.
- Managed multiple content writers, editors, and project managers, successfully navigating their upwards trajectory within the company.
- Oversaw the content management workflow from SEO research to writing and editing, including assigning key pieces.
- Designed Frank's content brand style guide and oversaw the education of style guide throughout the company.
- Improved the content workflow and project management tracking to increase production and provide insight into project timelines.
- Boosted year-over-year organic traffic by an average of 30% each year.

### **Biddy Tarot, Remote — Contract Content Manager**

March 2020 - March 2021

- Oversaw content team projects and project management in addition to content curation for Biddy Tarot's social media platforms, blog content, testimonials, and special projects.
- Contributed to the copywriting and production of internal diversity and inclusion policy.
- Responsible for two direct reports, assigned tasks, oversaw project completion, and worked closely to complete creative projects.
- Consistently exceeded product launch KPIs, grew over 30k social media followers, and 2 million visitors per year via paid and organic campaigns.

**HireArt, New York, NY — Marketing Manager — January 2018-July 2019**

**Transbeam/GTT, New York — Marketing Coordinator - September 2015 - January 2018**

**PlayNetwork, Los Angeles — Office Manager - November 2012-November 2014**

**Playlist Generation, Los Angeles — Event & Account Manager**

**Universal Music Group, Los Angeles — Digital Media Project Manager**

## **EDUCATION**

**Musician's Institute, Hollywood, CA — AA Vocal Technique & Music Business**

Recipient of Musician's Scholarship 4 semesters

**Napa Valley Wine Academy, Napa, CA — WSET Level 2 Certification**