

MARIS WESTRUM

CONTENT STRATEGY | ORGANIC GROWTH | DIGITAL MARKETING

Denver, CO • mariswestrum@gmail.com • 970-290-7972 • LinkedIn: linkedin.com/in/maris-westrum • mariswestrum.com

PROFESSIONAL SUMMARY

Content strategy and digital marketing professional with 6+ years of experience in content development, SEO, CMS management, social media, and analytics. Journalism-trained storyteller skilled in leading editorial and digital initiatives, translating complex information into engaging content, and aligning communications with audience and organizational goals.

CORE COMPETENCIES

Organic Content Strategy • Buyer-Focused Content • SEO & Search Visibility • Website Content Management • Content Audits & Roadmaps • Conversion-Focused Content • Social Media Strategy • Analytics & Performance Reporting • Editorial Leadership • SME Interviewing • Content Planning & Calendars • Project Management • Cross-Functional Collaboration • Brand Management • Reputation & Community Engagement • Podcast Production • Sales & Client Communications • AI-Assisted Content

TECHNICAL SKILLS

Salesforce • HubSpot • WordPress/CMS • Google Analytics • SEO • Email Marketing • Social Media Management/ Analytics • Hootsuite • Buffer • Asana • ClickUp • Adobe Creative Suite • Canva • Microsoft Office • Google Workspace • Short-Form Video • Data Analytics • AI-Powered Marketing

PROFESSIONAL EXPERIENCE

Director of Content | The Berthoud Surveyor & Boulder Weekly | Jan. 2026 – Present

- Lead content strategy across print, digital, podcast, social media, and magazine channels, aligning editorial priorities with audience needs, brand visibility, and organizational goals.
- Manage daily website publishing and CMS content, ensuring digital content is accurate, timely, engaging, search-friendly, and consistent with brand standards.
- Develop and execute organic social media strategy, including platform-specific content creation, scheduling, audience engagement, and cross-platform repurposing.
- Write, produce, and coordinate The Berthoud Beat Podcast, translating local issues and expert perspectives into accessible daily and feature content.
- Interview community leaders, candidates, organizational representatives, and subject matter experts to develop accurate, useful, audience-focused stories.
- Plan and manage community events, candidate forums, public discussions, and promotional initiatives that strengthen audience engagement and brand visibility.
- Supervise and mentor reporters, editors, photographers, and freelance contributors while managing assignments, deadlines, editorial calendars, and production workflows.
- Oversee weekly newspaper production and monthly magazine planning, ensuring quality control, consistency, and on-time publication.
- Create cross-platform editorial calendars and repurpose stories across web, print, podcast, newsletters, and social channels to extend content reach and usefulness.
- Collaborate with leadership to identify audience growth opportunities, streamline workflows, strengthen messaging, and improve content operations.

Communications & Project Manager | Facility Solutions Group | June 2023 – Aug. 2025

- Managed a team of six electricians, overseeing scheduling, payroll timekeeping, conflict resolution, project coordination, and day-to-day communication.

- Developed marketing and communications materials, including newsletters, proposal decks, and client-facing content for Fortune 500 clients.
- Managed bid processes and project schedules up to six weeks in advance, coordinating resources and priorities to support on-time delivery.
- Tracked project budgets, timelines, deliverables, and quality standards across multiple concurrent projects.
- Conducted research on municipal lighting standards and translated technical and regulatory information into actionable materials supporting client requirements and compliance.
- Partnered with engineering, design, sales, and other stakeholders to improve communication, resolve project issues, and increase operational efficiency.
- Applied project-management practices to coordinate complex initiatives from planning through execution while maintaining clear stakeholder communication.

Social Media Manager | Death Scholars, Inc. (Nonprofit) | Jan. 2023 – Jan. 2024

- Managed Facebook and Instagram marketing campaigns designed to increase audience engagement and website traffic.
- Planned, developed, scheduled, and repurposed content using Asana and Hootsuite.
- Monitored analytics and used performance insights to optimize messaging, posting schedules, and campaign effectiveness.
- Supported brand voice, community engagement, and digital audience growth across social channels.

Web Producer & Social Media Specialist | FOX31 Denver & Channel 2 KWGN | Aug. 2020 – June 2023

- Produced daily digital news and lifestyle content using strong editorial judgment, AP Style, SEO best practices, and brand standards.
- Published more than 700 digital articles covering breaking news, politics, community events, and feature stories.
- Researched, reported, interviewed sources, and translated complex or fast-moving information into clear, useful content for digital audiences.
- Collaborated with a 15-member newsroom to publish high-performing web and social content under tight deadlines.
- Used audience analytics to optimize headlines, publishing schedules, social engagement strategies, and content performance.
- Managed web and social publishing workflows while balancing breaking news, planned content, audience needs, and editorial priorities.

GLOBAL EXPERIENCE

English Teacher, Cultural Exchange Program | Spain | 2014

- Strengthened cross-cultural communication, adaptability, presentation, and interpersonal leadership skills while supporting English-language instruction.

EDUCATION

Bachelor of Arts in Journalism & Communication | University of Colorado Boulder | Minor: Anthropology

AWARDS & AFFILIATIONS

- Edward R. Murrow Award for Excellence in Journalism — FOX31 KDVR
- National Communication Association — Division Website Manager (2021–2023)
- TEDxCU — Event Curator & Executive Board Member (2016–2018)
- Death Scholars, Inc. — Social Media Manager (2023–2024)