

AARON CUNDY

CONTENT PRODUCER,
STRATEGIST, AND MANAGER

☎ 510-390-2771

✉ acundy93@gmail.com

📍 Oakland, CA

🌐 [Link To Portfolio](#)

Aaron Cundy is a multi-media content creator and strategist based in Oakland, California. His interests lie at the intersection of art, media, and marketing, with a proven track record in each. Given this wide breadth of experience, he is easily adaptable, a quick learner, and a diligent collaborator. In his free time, he enjoys music, traveling, watching football, and spending time with his Bassett Hound, Handsome Bob.

EDUCATION

2016-2020
SAN FRANCISCO STATE
UNIVERSITY
*BA, Broadcasting and
Electronic Communications*

WORK EXPERIENCE

Freelance

Editor-in-Chief, SEO/Content Strategist, Content Writer
2/24-Present

Worked in various roles, leading the creation and implementation of content strategy.

- **Stocks.News, Editor-in-Chief:** Unified disparate arms of the content operation under a single coherent and effective content strategy, increasing traffic to 150,000 visits/month.
- **Grammarly, Content Writer:** Produced long form articles that assist English learners in mastering the more complicated aspects of the language.
- **Pinnacle Advertising, Content Writer/SEO Strategist:** Developed and implemented a cohesive SEO strategy to boost traffic to client landing pages. Averaged a 35% increase in organic traffic.
- **Portrait Displays, Content Writer/Researcher:** Researched and produced several comprehensive industry analysis documents over 10,00 words.
- **Berklee School of Music, SEO Strategist/Editor-in-Chief:** Developed cohesive SEO strategy, edited articles, and updated website. Captured 16 featured snippets in two months.

Assurance IQ, Remote

Content Manager, Content Editor
7/22-2/24

Developed a content program for a Fortune 500 company, producing 650+ articles and managing 35 freelancers. Ensured brand consistency, accuracy, and legal compliance while mentoring under the Director of Brand Strategy

Achievements

- Accomplished a 6% organic conversion rate.
- Saw annual traffic increase from 60k to 700k, averaging 19% monthly improvement.
- Achieved a 51% engagement rate on first-touch content, increasing to 82.5% upon refresh.
- Reduced global bounce rate from 32% to 6%.

SKILLS

- Content Strategy
 - SEMrush
 - Ahrefs
 - Moz
 - Google Search Console
 - Google Trends
 - Google Analytics
 - Salesforce
 - Hubspot
- Content Writing/Editing
 - PR Copywriting
 - Product Copywriting
 - Whitepaper/ Ebook Copywriting
 - Script Copywriting
 - Web Copywriting
 - UX Copywriting
 - Newswriting
- Spoken Languages:
 - English (Native)
 - Spanish (Conversational)
- Google Suite
- Video Production
- Social Media Strategy
- Email Marketing/Strategy
- Public Speaking
- Project Management
- Graphic Design
- Excel
- Audio Production/
Podcasting

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Glacier Grid/Therma

Content Manager

6/20-7/22

Built the marketing department of a Greentech startup, overseeing organic strategy and content production. Created 80 videos and 56 audio pieces for marketing, tutorials, and fundraising. Managed email campaigns, customer flows, and multi-channel content creation to drive engagement and conversion

Achievements

- Utilized content to secure a \$19 million Series A.
- Achieved a global 65% open rate and 30% CTR across all email campaigns.
- Generated \$365,000 in revenue from organic traffic.
- Support and product marketing content reduced support tickets by 35% YoY.

Cumulus Media Group (KGO, KSFO, and KNBR)

Content Producer

6/18-6/20

Produced daily news for KGO radio, podcasts, and TV, including talk shows and round tables on politics, travel, and the arts. Led production of a Saturday TV economics review, creating monologues, field packages, and interviews.

Achievements

- Produced and edited 4 minutes of local and national news every 30 minutes
- Assistant Producer of news programs *The Chip Franklin Show*, *The John Rothman Show*, *The Pat Thurston Show*, and *The Mark Thompson Show*
- Lead Producer for arts and culture review, *The Ryan Scott Show*, and travel show, *On the Go With KGO*
- Booked Interviews with Ralph Nader, Kamau Bell, Ann Coulter, Bill Burr, Lawrence O'Donnell, and Geoff Schwartz
- Lead Producer of Saturday afternoon local economics review *Consumer Talk with Michael Finney*

A D D I T I O N A L E X P E R I E N C E

- **Podcast Producer**,
Craftsmanship Quarterly
(2/19-9/19)
- **Intern**, KRON 4 (1/19-5/19)
- **ESL Tutor**, Project Second
Chance (6/23-6/24)
- **Assistant Program
Manager**, The Arc of San
Francisco (1/18-8/18)
- **Credentialed Substitute
Teacher**, Alameda County
Office of Education (1/20-
Present)