

# ROBERTO BUSTAMANTE

portfolio: [robertobustamante.com](http://robertobustamante.com)

LinkedIn: [linkedin.com/in/roberto-bustamante/](https://www.linkedin.com/in/roberto-bustamante/)

Web manager, editor and writer working in both B2B and B2C markets with digital agency experience. As a content creator with extensive experience in brand marketing and development, I understand how to create stories that drive traffic through pageviews and shares. Today's audience demands consistent storytelling across multiple platforms (social, video, written). I can help reach your audience where they are at with the message that means most to you.

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## Areas of Expertise

- Brand storytelling
  - CMS: ARC, Kapost, Webflow, Wordpress, Magento
  - Content/social media strategy
  - Creative brand messaging/copywriting
  - Digital/email marketing
  - Google Analytics, Google Search Console
  - HTML/CSS
  - News cycle development
  - Project management
  - Screaming Frog, SEMrush, ahrefs, Buzzsumo, Moz, Hootsuite, Jira, AP Style
  - SEO Strategist/Analyst
  - Short/long-form content creation
  - Short/long-form video scriptwriting
  - Web production
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## Work Experience

### Group Production Manager, Editorial

Octane Lending

Apr 2021 - Present

Group Production Manager overseeing seven diverse websites in the automotive power sports industry (ATVs, UTVs, motorcycles). Responsibilities include developing and overseeing content and social media strategy for each site, email marketing strategies, on-page SEO tactics including keyword and trending topic research.

Key accomplishments:

- Successfully migrated seven editorial sites from Bonnier Corp to Octane Lending
- Developed key strategies for evergreen material resulting in a 10 percent boost in traffic, pageviews and sessions
- Implemented new strategies and tools for SEO keyword research and trending topic coverage
- Implemented new editorial procedures for publishing best practices

### Senior Manager, Content & SEO

Sourceability

Oct 2018 - Apr 2021

Senior Manager overseeing four diverse websites focused in the hardware components marketplace. Responsibilities included developing and overseeing content strategy for each site, UX copywriting, brand storytelling, press relations, social media presence and community development.

Under my leadership, audiences for each site increased exponentially month over month. By implementing a new content and social media strategy, I was able to leverage trending articles, social media and cornerstone content creation to deliver an experience speaking to target demographics and personae.

Key accomplishments:

- Redefined brand, voice and target audience (thus growing user base and developing active Facebook, LinkedIn and Twitter community)
- Raised daily traffic, ave. session, ave. time on page
- Raised weekly articles posted from 2 to 65
- Implemented ad revenue model along with white hat SEO tactics
- Created content marketing platform
- Developed and managed stable of freelance writers, in-house graphic design department, marketing department, web development department (for CMS implementation) and project managers
- Created social media target audience across FB, LI, TW, IG, YouTube and developed cornerstone content strategy
- Created and managed editorial/social media marketing calendar

### **Content Marketing Specialist**

axs.com/OnTopic

Jan 2013 - Sept 2018

AXS.com is the content marketing platform for Stubhub Tickets. While at AXS I worked on numerous projects for both in-house and out-of-house projects. Out-of-house projects worked on included CBS, Time Warner, Coachella Music Festival and Insomniac Events.

- Sports/Entertainment editor and writer covering professional football, music, culture and food events
- Analyzed web data to create targeted content based on user engagement
- Wrote original editorial pieces for evergreen material on AXS.com
- Wrote scripts for social media videos and long-play videos to drive traffic and viral marketing
- Conducted interviews with performers and promoters for both written and video content
- Project manager and lead editor for CBS Small Business Pulse, CBS Best Of (nationwide), CBS Football
- Oversaw 100+ writers across 50 markets nationwide
- Managed editorial calendar for all content published on AXS.com
- Ensured integrity of more than 300 weekly pieces of written digital content by maintaining and polishing articles, format standards and fact checking
- Developed company's process flow, including new work standards and procedures to ensure proper and efficient publication of articles, infographics, short and long-form videos

### **Director of Content**

Intact Info

Jan 2015 - Sept 2016

Intact Info is a digital marketing agency focusing on the healthcare, home and garden, fitness and technology sectors. As the Director of Content, I established content packages for blogs, landing pages, inbound and outbound marketing, infographics and video production.

- Used keyword research to develop content strategies for more than 50 clients
- Managed more than 75 writers working in both domestic and international markets
- Developed ongoing content calendars for clients

### **Independent Contractor/Consultant**

Jan 2010 - 2013

- Created and managed website content utilizing WordPress, HTML5, CSS3

- Developed content strategies and calendars for more than 20 clients in diverse markets
  - Developed and managed user forums to engage participants and raise product visibility
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## Education

**University of California, Los Angeles**  
Bachelor of Arts, English

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## Writing Samples

Portfolio: <http://www.robertobustamante.com>

Entertainment: <http://movies.mxdwn.com/author/roberto-bustamante>

Fitness: <https://wodplanet.com/author/robertob>

Product Reviews: <https://spy.com/articles/author/roberto-bustamante/>

CBS Local: <http://detroit.cbslocal.com/top-lists/ask-an-expert-tips-on-starting-the-college-search>