

# Caroline Fritz

Metropolitan Denver ♦ 567.868.4734 ♦ 1carolinefritz@gmail.com ♦ LinkedIn.com/in/caroline-fritz ♦

<https://www.carolineifritz.com/portfolio/>

## Editor | Writer

Data-driven Senior Content Strategist experienced at building content that motivates customers to take action. Proven ability to develop and execute content strategies supporting B2B environments. Customer journey specialist who attracts, nurtures, inspires, and retains customers by managing quality execution and delivery of content. Creative collaborator experienced with integrated marketing teams to drive business outcomes.

### KEY EXPERTISE

- |                         |                                  |                        |
|-------------------------|----------------------------------|------------------------|
| ✓ Multiplatform Content | ✓ Marketing Editorial Strategies | ✓ WordPress, CMS       |
| ✓ Copywriting & Editing | ✓ Social Media Management        | ✓ Workfront            |
| ✓ Partnership Growth    | ✓ Team Leadership                | ✓ Wrike                |
| ✓ Writing Coach         | ✓ Storytelling                   | ✓ Adobe Creative Suite |

### PROFESSIONAL EXPERIENCE

BridgeTower Media | Remote | March 2025 – present

Editor/Content Lead, *ColoradoBiz*

- Manage all editorial employees for the brand(s), directly or indirectly, to ensure deadlines are met, and story quality and quantity expectations are satisfied or surpassed.
- Hire, train, and mentor editorial employees.
- Manage freelance expenses to budget while ensuring that the brand's content needs are met across digital, print, niche, and event publications.
- With the assistance of brand leaders and the managing director, select the honorees for all recognition products (events, power lists, etc.) based on discussions, nominations, and suggestions from community members. Follow all BTM best practices for managing the process.
- Drive strong digital proficiencies paired with a digital-first mindset throughout the editorial staff.
- Stay at the forefront of AI trends/developments, including best practices, and monitor its use to conform to the BTM ethics guidelines.
- Ensure all special products are produced to BTM standards by either leading their production directly or working with the special products team.
- Manage the publication of community-submitted content such as columns, op-eds, etc.
- Ensure audience engagement is high by driving appropriate content through in-depth knowledge of our audience's needs.
- Achieve all monthly metrics goals as determined by the editorial committee and executive team.
- Ensure company culture, policies and legal guidelines are communicated all the way from the top down in the company and are followed in the brand at all times.

#### Serve as the face of the publication

- Emcee and network with attendees at events.
- Moderate and help to select panelists, as needed, for webinars and panel discussions.
- Regularly attend key business events in the community to build connections and demonstrate the brand's attention to the local business community.
- Provide support to sales staff as needed to help them make pitches to potential advertisers without compromising editorial integrity.
- Respond to feedback/criticism/suggestions from the community in a timely and appropriate manner.

### Be a revenue generator

- Work with other leaders to develop the editorial vision for the brand(s), including identifying key beats, building the special products calendar, setting story quantity expectations and more.
- Support the events process as needed by helping to develop summit themes, brainstorm speakers, select honorees, write/edit scripts, review videos, etc. leading up to events.
- Work with other departments to generate additional editorial-focused revenue streams. Assist in steering the company to the most profitable direction while also implementing its vision, mission and long-term goals.
- Develop an in-depth understanding of the brand's revenue streams and how the editorial department interacts with and affects those streams.

### Hitachi Vantara | Remote | May 2020 – September 2024

#### Content Marketing Manager | October 2022 – September 2024

- Developed and implemented a thought leadership content strategy with campaigns using company messaging and branding.
- Rebranding contributor: product name, assets, websites, external marketing materials, mission statement, logo, internal sales documents, and product relaunch. Coordinated with cross-functional teams to develop and implement assets across all platforms. Collaborated with a design agency to refresh visual elements, ensuring cohesive integration of updated assets on the website following product manager approval.
- Completed a content audit, tracking Hitachi assets by type, campaign, funnel, and date created, supporting campaign messaging.
- Contributed data-based insights to help uplift products with a 15% increase in key prospect engagement.
- Defined and capitalized on B2B buyers' journey from initial contact to decision-making when creating assets for diverse campaigns.
- Negotiated budget-efficient content placement with agencies using Wrike to achieve SEO.

#### Project Marketing Specialist | May 2020 – October 2022

- Wrote 750-word thought leadership blogs for executives on a variety of business topics.
- Worked closely with PR and sales to align marketing objectives, grant wins, and strategic planning.
- Inherited a Partner Portal website that needed to be updated to allow all partners appropriate access.
- Created and scheduled emails in Marketo, including A/B testing.
- Created and maintained a content pipeline and publication forecast.
- Worked with external agencies, freelancers, and internal content experts to develop content for each stage of the buyer's journey.

### Joint Force Solutions | Remote | September 2019 – September 2020 (Volunteer)

#### Chief Marketing Officer | September 2019 – September 2020

- Initiated comprehensive marketing strategies across traditional, digital, and social platforms, driving a 10% revenue lift.
- Responsible for all content marketing initiatives, including overseeing and creating, editing, posting, and updating all content presented on websites and blogs.
- Actively identified and applied for grants to further the organization's goals.

### BNP Media | Remote | December 1999 – August 2019

#### Editor, *Mission Critical Magazine* | February 2013 – August 2019

- Edited and prepared staff-generated stories and graphics for print and online publication.
- Enforced editorial standards following *Chicago Manual of Style* guidelines, ensuring precise grammar and proper English usage.
- Updated content on the publication website using dotCMS content management system.
- Conferred with teams to develop story content to support advertising and editorial goals.
- Assigned relevant story topics to staff and magazine contributors.
- Coached, trained, and developed reporters' writing skills.
- Approved all content, artwork, and design elements.

- Responsible for developing content strategy, optimizing content according to SEO, and analyzing website traffic and user engagement metrics.
- Drove a 12% increase in unique visitors, an 11% boost in referral traffic, and a 30% rise in search visibility for B2B publications positioned as the top authority in the data center industry.
- Aligned editorial goals with cross-functional teams to optimize blog posts, eBooks, and videos.
- Wrote original editorials and set editorial content plans.
- Represented *Mission Critical Magazine* at trade shows.

**Editor, *Cloud Strategy Magazine (integrated into Mission Critical Magazine)* | February 2013 – January 2016**

- Established the preeminent source for cloud computing by cultivating industry contacts.
- Created a content strategy to capitalize on the emergence of cloud computing.
- Enforced editorial standards following *Chicago Manual of Style* guidelines, ensuring precise grammar and proper English usage.
- Assigned relevant story topics to staff and magazine contributors.
- Edited and prepared staff-generated stories and graphics for print and online publication.
- Conferred with teams to develop story content to support advertising and editorial goals.

**Managing Editor, *Engineered Systems Magazine* | December 1999 – February 2013**

- Directed copy flow and coordinated content and graphics from contributing writers to meet editorial deadlines.
- Submitted feature articles and blogs pertinent to industry topics according to the editorial calendar for print and digital platforms.
- Enforced editorial standards following *Chicago Manual of Style* guidelines, ensuring precise grammar and proper English usage.
- Updated content on the publication website using dotCMS content management system.
- Reviewed project specifications and ensured adherence to advertiser expectations and production schedules.
- Researched relevant news stories from LexisNexis feed and posted them to the website.
- Monitored editorial processes to ensure efficient and timely production progress.
- Performed staff evaluations and served as editor during absences.
- Achieved a 5% increase in print subscriptions by elevating the content with a clear, research-based editorial plan and management of staff to meet advertiser expectations and production schedules.

## EDUCATION & PROFESSIONAL CERTIFICATIONS

---

**Bachelor of Science in Journalism** | Bowling Green State University

Google **Foundations of Digital Marketing and E-commerce** | Google **Attract and Engage Customers with Digital Marketing** | Lynda.com Marketing Tools: **SEO** | Lynda.com Writing: **Ad Copy** | Udemy **Hubspot for Marketing Professionals** | Udemy **Hubspot CRM and Email Intensive Course** | Udemy **Hubspot Workflows & Reporting For Marketing Professionals** | In Progress: Google **Digital Marketing & E-commerce Certificate** | UC Content Collective **UX Writing Fundamentals** | StackSkills **Excel: From Beginner to Advanced**