

# Crystal DeTemple McNeel

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View my [Portfolio](#)

C O N T E N T | M A R K E T I N G | S E O

Cross-channel content strategist with 10+ years of experience scaling programs, leading teams, and creating thought leadership across editorial, social, newsletters, podcasts, and events. Expert in AI-assisted workflows, SEO-driven strategy, and translating complex HR, SaaS, and leadership topics into engaging, audience-focused content that drives measurable growth.

## S K I L L S & S P E C I A L I Z A T I O N

Content Strategy | Content Development | Multi-Channel Marketing  
Team Leadership | Thought Leadership | Search Engine Optimization  
Copywriting | Copy Editing | Research | Data & Analytics  
Content UX | Communications Strategy | Brand Management  
Visual Communications | Email Marketing | Public Relations  
Web Design | CMS | APA & MLA | Social Media Management  
Adobe Creative Suite | Lead Generation | Performance Tracking  
Client Relations | Project Management | Conferences & Events

## P R O F E S S I O N A L A T T R I B U T E S

**Communication as a core value**  
**Self-motivated**  
**Quickly oriented to new tasks**  
**Positive service attitude**  
**Growth-minded**  
**Solutions-oriented**  
**Encouraging team leader**  
**Reliable and dedicated**  
**Agile and Resilient**

## P R O F E S S I O N A L E X P E R I E N C E

### CONTENT MARKETING DIRECTOR | SEO & VISUAL COMMUNICATIONS

#### RIDE THE SAIL MARKETING: FREDERICK, MARYLAND REMOTE (AUGUST 2020-PRESENT) CONTRACT

- Lead cross-channel content strategy and roadmap for B2B, SaaS, and HR tech clients, scaling editorial, social, email, and podcast programs that boosted organic traffic by 120%+ YoY and increased lead generation by 35%.
- Integrated AI-assisted workflows into content operations—refining prompts, templates, and publishing systems—reducing time-to-publish by 40% while enhancing editorial quality.
- Directed the creation of thought leadership reports, podcasts, and interactive tools focused on leadership, organizational design, and workplace innovation, positioning clients as trusted industry voices.
- Collaborated cross-functionally with executive stakeholders, client marketing teams, and industry partnerships to align messaging and campaigns, resulting in consistent brand storytelling across channels.
- Delivered data-driven insights to optimize campaigns, improve engagement metrics, and support client growth goals.
  - Launched a blog campaign that delivered measurable results, achieving: 25% increase in site visitors, 29% rise in user engagement, 14% growth in blog page views, 50% surge in organic traffic within six months

### VISUAL & EDITORIAL DIRECTOR | TEAM LEAD (AUGUST 2018 – AUGUST 2020) REMOTE

- Managed and mentored content teams and freelancers, providing editorial feedback, career support, and structured coaching that improved publishing autonomy and increased high-quality output by 50%.
- Built and executed multi-channel marketing strategies for startups and nonprofits, aligning messaging across digital platforms and driving measurable growth in audience engagement and brand awareness.
- Researched, interviewed, and developed first-person storytelling and leadership insights, ensuring clarity, empathy, and authority in content aligned with organizational goals.

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## CONTENT MANAGER

**SPARK HIRE: FREDERICK, MARYLAND**

**REMOTE (JULY 2022-AUGUST 2024) FULL-TIME**

- Collaborated with external editors, guest contributors, and syndication partners to develop cohesive blog verticals, ensuring cross-channel content strategy alignment, enhancing thought leadership, and earning high-value referring domain backlinks to strengthen SEO performance, site authority, and organic visibility.
- Spearheaded the creation of high-impact content across multiple platforms—including podcasts (The Speed to Hire Show, The Recruiting Reel, The Growth Recruiting Podcast), newsletters (The Hire Heat), email campaigns, blogs, social media, white papers, infographics, e-books, case studies, webinars, and landing pages—driving audience engagement, lead generation, and brand authority.
- Conducted comprehensive SEO audits, competitive research, and market analysis to optimize blog and landing page content. This resulted in an 18% increase in organic and direct traffic within four months, aligning content with user intent and business goals.
- Improved website health by 35% within six months by implementing technical SEO, content optimization, and UX improvements across the main site and two WordPress blogs, enhancing site performance, search visibility, and user experience.
- Revitalized newsletter campaigns using data-driven insights and audience segmentation, increasing open rates from under 20% to over 35% and click-through rates from below 1% to over 2.5%, resulting in accelerated lead acquisition and engagement.

## SR. EDITOR/ MEDIA & VISUAL COMMUNICATIONS SPECIALIST

**COME RECOMMENDED: FREDERICK, MARYLAND REMOTE**

**(DECEMBER 2014 - JULY 2018) FULL-TIME**

- Managed a cross-functional team of writers, social media specialists, PR professionals, and interns to deliver full-scale content marketing strategies for HR tech and recruiting clients.
- Applied advanced copy editing and content creation skills across blogs, web pages, contributed media pitches, infographics, eCourses, eBooks, white papers, and podcasts—ensuring brand voice, quality, and SEO alignment.
- Built client authority with multi-channel strategies spanning LinkedIn articles, newsletters, and social campaigns that improved engagement and visibility.
- Contributed thought leadership by publishing guides and blog posts on content marketing best practices for the Come Recommended website.

*“Crystal is an exceptional editorial writer with deep industry knowledge. She consistently produces on-brand content that aligns with our company’s pillars and resonates with our audience. As a researcher, Crystal stays current on industry trends and translates them into actionable content. Her expertise in SEO and content strategy is a significant asset to our marketing team. Crystal raises the bar for our content and team, completing every task to the highest standard. Her authenticity and openness make her a pleasure to work with, and her genuineness is truly contagious.”*

*~Matt L. Director of Marketing*

