

# Crystal DeTemple McNeel

CONTENT | MARKETING | SEO

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View my [Portfolio](#)

Cross-channel content strategist with 12+ 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 tech, SaaS, HR, and leadership topics into engaging, audience-focused content that drives measurable growth.

## SKILLS & SPECIALIZATION

Content Strategy | Content Development | Multi-Channel Marketing  
Team Leadership | Thought Leadership | Search Engine Optimization  
Copywriting | Copy Editing | Research | Data & Analytics | AI | AEO  
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

## PROFESSIONAL ATTRIBUTES

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

## PROFESSIONAL EXPERIENCE

### MARKETING DIRECTOR

#### **PULSE PUBLISHING: FREDERICK, MARYLAND | REMOTE (MAY 2026-CURRENT) PART-TIME | CONTRACT**

- Spearhead content strategy for Mid-Atlantic Home and Travel magazine across print and digital platforms
- Drive sales support and business development across a portfolio of local and regional publications
- Architect and execute SEO strategy across four company websites, improving organic search visibility and keyword rankings
- Direct social media strategy and content development for all Pulse Publishing publications
- Research, write, and publish SEO-optimized blog and web content for target readership
- Develop SEO content and brand style guides for freelance writers and editors
- Improved key digital metrics including engagement, active users, and time on page while reducing follower attrition and page exit rates

### CONTENT MARKETER

#### **QUANTUM WORKPLACE: FREDERICK, MARYLAND | REMOTE (NOVEMBER 2025-APRIL 2026) FULL-TIME**

- Transformed full-funnel content strategy by optimizing legacy TOFU blog assets and BOFU landing and product pages, improving engagement and conversion rates through both copywriting and technical SEO enhancements.
- Conducted comprehensive site audits and led a performance optimization roadmap targeting Core Web Vitals, resulting in improved page speed, reduced bounce rates, and enhanced overall UX.
- Audited and remediated website accessibility to meet ADA and WCAG standards, implementing structural, semantic, and design improvements to ensure compliance and inclusivity.
- Atomized flagship content into scalable, multi-channel deliverables aligned to SEO keyword mapping and conversion intent, increasing content output efficiency and organic visibility.

## CONTENT MARKETER & SEO

### RIDE THE SAIL MARKETING: FREDERICK, MARYLAND | REMOTE (AUGUST 2022-NOVEMBER 2025) CONTRACT

- Led cross-channel content strategy for B2B, SaaS, and HR tech clients, scaling editorial, social, email, and video to drive 120%+ YoY traffic growth and +35% leads.
- Integrated AI workflows (prompts, templates, publishing systems), cutting time-to-publish by 40% while improving quality.
- Produced thought leadership (reports, podcasts, interactive tools) on leadership and workplace innovation, strengthening client authority.
- Aligned messaging across executives, marketing teams, and partners to ensure consistent, multi-channel brand storytelling.
- Used data-driven insights and AI efficiency to optimize campaigns, improve engagement, and support growth.

## CONTENT MANAGER

### SPARK HIRE: FREDERICK, MARYLAND | REMOTE (JULY 2022-AUGUST 2024) FULL-TIME

- Built SEO-driven blog verticals with external contributors and partners, earning high-value backlinks and strengthening domain authority and organic visibility.
- Led multi-channel content initiatives that increased engagement, lead generation, and brand authority.
- Conducted SEO audits and market analysis, driving an 18% increase in organic and direct traffic within 4 months.
- Improved site health by 35% in 6 months through technical SEO, content optimization, and UX enhancements across multiple WordPress properties.
- Revamped newsletter strategy with segmentation and data insights, boosting open rates (20% → 35%+) and CTR (1% → 2.5%+).

## VISUAL & EDITORIAL DIRECTOR

### RIDE THE SAIL MARKETING: FREDERICK, MARYLAND | REMOTE (AUGUST 2018 - AUGUST 2022) FULL-TIME

- Managed and mentored teams and freelancers, increasing publishing autonomy and high-quality output by 50%.
- Built multi-channel strategies for startups and nonprofits, boosting engagement and brand awareness.
- Developed first-person storytelling and leadership content through research and interviews, ensuring clarity, empathy, and authority.

## SR. EDITOR | MEDIA & VISUAL COMMUNICATIONS SPECIALIST

### COME RECOMMENDED: FREDERICK, MARYLAND | REMOTE (DECEMBER 2014 - JULY 2018) FULL-TIME

- Led a cross-functional team to execute content marketing strategies for HR tech and recruiting clients.
- Produced and edited SEO-aligned content across blogs, web, PR, and multimedia formats.
- Drove brand visibility through multi-channel campaigns (LinkedIn, newsletters, social).
- Published thought leadership on content marketing best practices.

*“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*