

Jessica Kusisto

Marketing Manager | SEO/AEO, Copywriting, Email, Social Media, Project Management

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Professional Summary

Results-driven Marketing Manager with 6 years of cross-functional marketing expertise. Proven record of building and executing scalable marketing systems. See my work at jessicakusistoportfolio.com.

Skills

- SEO & AEO strategy
- Email marketing strategy
- Organic & paid social strategy
- Copywriting
- Adobe Creative Suite, Canva, Basecamp
- Leadership experience
- Google Analytics and Google Search Console
- WordPress and Wix

Work History

NgageContent - Remote

Special Projects Manager (10/2025-Present)

- Redesign project workflow processes, compressing website project timelines from 30+ weeks to 10-16 weeks.
- Own end-to-end project management for 10-12 concurrent special projects (websites, branding, digital campaigns).
- Lead cross-functional teams, ensuring alignment between stakeholders, designers, and content writers.

Senior Copywriter & Client Project Lead (07/2024-10/2025)

- Created SEO strategy initiatives and drafted copy for websites, emails, social media, whitepapers, etc.
- Managed strategy and deliverables for 15+ clients at one time. Acted as primary liaison between clients and internal copywriters — a hybrid PM/strategist role.
- Drove 200%+ growth in organic traffic and increased leads by 50-100%+.
- Continued leadership role, overseeing two junior copywriters.
- Handled all aspects of NgageContent's inbound marketing strategy, including email, blogs, social, etc.

Copywriter (03/2023-07/2024)

- Oversaw two junior copywriters, providing training and ongoing mentorship.
- Created SEO strategy initiatives and drafted copy for websites, emails, social media, whitepapers, etc.

Junior Copywriter (06/2022-03/2023)

- Created SEO strategy initiatives and drafted copy for websites, emails, social media, whitepapers, etc.

Success Home Team - New Brighton, MN

Marketing & Listing Coordinator (09/2021 to 06/2022)

- Managed \$78,000 yearly marketing budget.
- Averaged 31.66% open rate and 2.0% CTR for email marketing.
- Drove 5% CTR for social media ads with 180x ROAS.
- Created and enacted strategy for print mailings.

Endeavor Business Media - Fort Atkinson, WI

Assistant Editor & Freelance Writer (09/2020 to 09/2021)

- Collaborated with the editorial team to write, copyedit, and publish articles in three aviation magazines.

Education

- Bachelor of Arts: Marketing and English from Mount Mercy University in Cedar Rapids, IA