

McKenzie Elyse Hagerstrom

B2B Content Marketing Manager & Strategist

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PROFESSIONAL SUMMARY

B2B content marketing manager and strategist with 5+ years leading multi-channel content programs for SaaS, technology, and service organizations. Proven record of building editorial calendars and content production workflows, producing thought leadership, customer success stories, blogs, landing pages, and sales enablement assets that drive brand awareness, search growth, and pipeline. Skilled at translating complex, technical subject matter into clear, authoritative content, managing freelance contributors, and integrating AI-assisted workflows while maintaining brand voice and editorial standards.

CORE COMPETENCIES

Multi-Channel Content Marketing Strategy • Editorial Calendar & Content Production Workflows • Thought Leadership & Executive Content • Customer Success Stories & Case Studies • SEO & GEO Optimization • Content Strategy & Messaging Frameworks • Content Briefs & Audits • Sales Enablement Content • Landing Pages & Campaign Assets • Freelance Writer & External Partner Management • SME Interviewing • Performance Analytics & Optimization • AI-Assisted Content Production • Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Marketing Consultant & B2B Content Strategist

Dec 2020 – Present

Elysian Digital — Remote

- Lead end-to-end content strategy and execution for a portfolio of B2B and B2C clients, producing blog content, website copy, landing pages, newsletters, and thought leadership that support brand positioning and lead generation.
- Build editorial calendars and content briefs, then direct designers and developers to translate strategy into published, on-brand deliverables — owning the workflow from concept to launch.
- Conduct SME interviews to extract strategic insight and develop high-authority, search-intent-aligned content mapped to customer pain points across the buyer journey.
- Run content audits to improve clarity, positioning, and SEO performance; advise clients on content ROI and long-term brand equity.
- Integrate AI tools responsibly into research, drafting, and iteration workflows, increasing output velocity without sacrificing voice or editorial integrity.

Content Manager & Copywriter

Sep 2023 – May 2024

Formula.Monks — Remote

- Authored ~15 in-depth software development case studies grounded in 45+ interviews with engineers, PMs, and senior account executives, translating complex technical systems into business-aligned narratives that supported enterprise sales.
- Designed and launched the "Use Case Café," a case-study-based sales training program that achieved 80% satisfaction across internal stakeholders — turning content into a repeatable enablement asset.
- Partnered with the VP of Marketing to redefine brand voice post-merger, delivering cohesive messaging across web, sales, and campaign content.
- Collaborated with SEO, design, and web teams to produce landing pages and conversion-focused assets aligned to search intent and buyer needs.

- Leveraged AI-assisted workflows to streamline research, drafting, and optimization while upholding editorial standards, and managed delivery across stakeholders using Agile methodologies.

Producer / Video Operations Lead

Mar 2022 – Sep 2024

MrBeast (YouTube & Amazon Prime) — Greenville, NC & Toronto, ON

- Built scalable tracking and workflow systems for multi-million-dollar productions, managing complex content pipelines across remote and on-site teams.
- Contributed to globally distributed media projects reaching hundreds of millions of viewers, strengthening operational efficiency across departments.

Beverage Sales Representative

Mar 2021 – Mar 2022

Vin Sauvage — Las Vegas, NV

- Managed ~70 B2B accounts across multiple territories and developed 20+ new accounts through consultative, relationship-driven selling.

TECHNICAL SKILLS

Content & CMS: WordPress, Webflow, Squarespace | **SEO & Analytics:** Google Ads, Google Workspace, Meta Business | **Marketing & CRM:** HubSpot, Salesforce, Mailchimp | **Project Management:** Notion, Monday.com, Asana, Slack | **AI & Production:** ChatGPT, Claude, Midjourney, Figma, Canva, Adobe, CapCut, Frame.io, Loom

INDUSTRIES

Technology & SaaS • Healthcare • M&A Advisory • Viral Media Production • Wellness & Lifestyle • Hospitality • Food & Beverage (B2B)