

NICOLE JOHNSON

Senior Content Strategist

Vancouver, WA | 916-642-6484 | nikkih088@gmail.com | [LinkedIn](#) | [Portfolio](#)

Building scalable content engines, SEO architectures, and demand gen pipelines for complex industries.

CAREER HIGHLIGHTS

Senior Content Strategist with 6+ years of experience building scalable content engines for B2B SaaS and technical industries. Proven track record of turning complex product concepts and regulatory mandates into clear, high-converting organic assets, including a single quarterly SEO campaign that generated over 1,000 MQLs. Expertise in content operations, workflow optimization, and building cross-functional customer retention frameworks in HubSpot.

AREA OF EXPERTISE & TECHNOLOGY

B2B Content Strategy, Inbound Marketing, Demand Generation, SEO Strategy & Architecture, Customer Lifecycle Frameworks, Campaign Strategy, Lead Generation, Technical Writing, Copywriting, Content Optimization, Brand Strategy, Storytelling, Audience Research, Content Operations, Workflow Optimization, AI-Assisted Workflows, HubSpot (CMS & Content Marketing Certified), WordPress, Microsoft Teams, Teamwork, OpenAI.

PROFESSIONAL EXPERIENCE

GRAPHIC PRODUCTS | Beaverton, OR

Senior Content Specialist, January 2023 – April 2026

An innovative leader, providing solutions for safety and visual communication since 1970.

Directed end-to-end content strategy for B2B compliance campaigns, turning complex industrial safety regulations into SEO-driven articles, guides, and resources.

- Led multichannel content strategies aligned with SEO, campaign goals, and corporate initiatives to drive measurable inbound funnel velocity.
- Generated 1,000+ MQLs in a single quarter by executing high-intent SEO content strategies targeted at technical buyers.
- Standardized cross-functional content operations and process documentation in Microsoft Teams, reducing production bottlenecks across teams.
- Built a customer retention framework using HubSpot automation to streamline multi-division onboarding and nurture sequences.

CENTERLOGIC | Vancouver, WA

Social Media Manager (Contract), January 2021 – June 2023

Provides IT services and support for businesses throughout the U.S.

Sole owner of social media strategy for a national IT service provider, driving audience growth, engagement and content performance across multiple platforms.

- Increased post reach by 121%+ through targeted content strategy, consistent publishing, and audience-focused messaging.
- Elevated company blog visibility, moving content into the top 10 most-viewed pages within nine months.

- Developed and managed content calendars optimized with data analytics to enhance IT-focused campaign effectiveness across diverse social platforms using WordPress.
- Collaborated with external vendors and internal teams to execute cross-platform campaigns, applying project management tools such as Loomly to ensure seamless integration and uphold brand standards.

SALMON CREEK JOURNAL, Vancouver, WA
Poetry Editor, August 2018 – December 2018

The annual literary and arts journal for Washington State University.

Directed editorial planning, contributor collaboration, and submission workflows to produce journal's annual literary publication.

- Planned and launched the journal's first off-campus poetry slam, driving community outreach and increasing readership.
- Guided story selection, contributor feedback, and final publication design to ensure high-quality editorial output on deadline.

THE VANCOUGAR | Vancouver, WA
Team Editor, January 2018 – December 2018

A WSU student organization that features news, stories, and profiles of prominent faculty and students around campus.

Supervised editorial content for print and digital publications, guiding story development and ensuring consistent, high-quality output across platforms.

- Directed story selection and editorial priorities for both print and online editions to maintain publication standards.
- Coordinated coverage for high-impact campus events, leading cross-functional design and reporting teams to expand publication reach.

EARLIER CAREER

SACCITYEXPRESS.COM | Online Editor-in-Chief —Digital publishing, editorial oversight, and team management

KTXL-TV | Media Intern —Broadcast production, digital story research, and newsroom workflows

EDUCATION

WASHINGTON STATE UNIVERSITY - Bachelor of Arts, General Studies

SACRAMENTO CITY COLLEGE - Associate of Arts, Journalism & Associate of Science, Cosmetology

CERTIFICATIONS

WASHINGTON STATE UNIVERSITY - Poynter Institute/Editing Certification

GRAPHIC PRODUCTS - HubSpot/Content Marketing Certification & HubSpot/CMS Certification