

# Mckenzie Ycmat

(801) 541-1861 | Alameda, CA | [www.mckenzieycmat.com](http://www.mckenzieycmat.com) | [mckenzieycmat@gmail.com](mailto:mckenzieycmat@gmail.com)

## EXPERIENCE

- 2022-Present **Digital Marketing Manager** San Francisco, CA  
**Pluralsight, a SaaS tech company focused on developer education and workflow.**  
*Full ownership of the Pluralsight website as it pertained to the product, Flow. Managed a team of content and developers focused on website functionality, content and SEO strategy, design, and campaign tracking through Salesforce and Marketo.*
- Designed, A/B tested, and built 10 new bottom funnel webpages in AEM that led to a 48% increase in unique visits across the Pluralsight Flow webpages.
  - Generated 5,000+ lead submissions through website forms through display advertisements, organic SEO, and LinkedIn posts.
  - Created a detailed keyword research every month that led to 9 total keywords ranking in #1 spot and 15 keywords on page 1 of Google.
  - 74 new pieces of content in 2023 led to a 48% bounce rate and average time on site to 3 minutes.
- 2022-2022 **Senior Content Marketing Manager** San Francisco, CA  
**Avive Solutions, a fast-paced post series B MedTech startup**  
*Started a small team of marketers to manage all digital and print content regarding social media, website, event collateral, mailed collateral, photography, and video in order to create a narrative around the company brand.*
- Developed and executed a digital content strategy based on key metrics, SEO/SEM traffic analysis, and Google Analytics. Leading to a 20% decrease in website bounce rates and 42% increase in page views.
- 2019-2022 **Digital Marketing Manager** Alameda, CA  
**Penumbra, inc. (REAL System), a 6.5B medical device manufacturer**  
*Set the roadmap for overall website and social media content strategies focusing on organic content development and SEO growth that sell into the IT audience.*
- Led all website and social media campaigns to promote the new REAL System product, bringing in 300+ new followers.
  - Implemented Marketo and aided in the hands-on development of email, landing pages, and lead management.
- 2018-2019 **Multimedia Content Manager** Salt Lake City, UT  
**Dentist Advisors**  
*Head producer of the Dentist Money™ Show podcast that averages 2,000 downloads per episode. Produce, edit, and release audio, video, graphics, emails, and blogs for the website and social media.*
- 2017-2018 **Content Specialist > SEO Content Manager** Salt Lake City, UT  
**Progrexion (Lexington Law)**  
*Completely redesigned the Lexington Law website through the AEM based on analytics found through Google Analytics to include a clear path for strong SEO content of other credit-based sites.*
- 2016-2017 **Marketing Content Manager** Salt Lake City, UT  
**Broadway Media**  
*Managed and edited the blogs and emails for 7 top local radio stations with 5,000+ subscribers.*
- 2015-2016 **Social Media Writer > Content Manager** Salt Lake City, UT  
**Friendemic**  
*Managed 22 client social media pages and websites. Wrote, organized, and edited 6 social posts for each client per week as well as 2-3 blogs at 500-1000 word count per month for each client.*

## EDUCATION

- 2020-2022 **WESTERN GOVERNORS UNIVERSITY** Salt Lake City, UT  
**Masters of Business Administration – Graduated Feb 2022**
- 2015-2018 **UNIVERSITY OF UTAH** Salt Lake City, UT  
**Bachelor of Arts, Journalism**

## PERSONAL

**Expertise:** SEO, WordPress, Adobe Creative Suite, Adobe Experience Cloud (Marketo, AEM, Analytics)  
HTML, JavaScript, Salesforce Suite, GA4, Google Tag Manager, Google Search Console, Hubspot, SEMRush  
**Freelance:** Dentist Advisors - Podcast and Media Producer