

# Shelly Basaldu

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## Digital & Content Marketing Leader | Web Strategy, SEO, Engagement & Growth

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Results-driven digital and content marketing leader with expertise in website management, SEO, digital strategy, and brand storytelling. Proven track record of leading high-impact projects, optimizing content for engagement, and driving measurable growth through data-driven marketing initiatives. Passionate about crafting compelling, user-centric content that boosts audience engagement and brand visibility.

### Skills & Expertise

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- Website Strategy & Management
- Content Marketing
- SEO
- Digital Marketing
- Data & Analytics
- Email Marketing
- Copywriting
- Project Management

### Professional Experience

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#### CONTENT MARKETING MANAGER

VISIT SAN ANTONIO / SAN ANTONIO, TX

FEB. 2021 - PRESENT

- Led the redesign and launch of [Visit San Antonio](#) and [San Antonio River Walk](#) websites, enhancing UX, functionality, and SEO strategies—resulting in a 66% year-over-year increase in organic traffic.
- Spearheaded the development and launch of Visit San Antonio's first mobile app, enhancing visitor engagement and creating a vital connection between travelers and local businesses to drive increased visitation.
- Implemented an AI-driven chatbot with pre-programmed and AI-generated responses that dynamically pull website data, improving visitor engagement and automating customer support.
- Launched and expanded the [Visit San Antonio blog](#), leading content strategy, managing freelance writers, and driving over 1.2 million pageviews through optimized storytelling.
- Manage multi-platform website operations, overseeing microsites, bilingual content, and campaign landing pages to ensure brand consistency.
- Optimize website content and structure based on performance data, driving continuous improvements in user experience and search rankings.
- Lead high-profile projects, including the [annual visitor's guide](#) and Visit San Antonio's [Google Arts & Culture page](#), aligning content with strategic marketing goals.
- Develop and optimize monthly organic and paid e-newsletters, increasing open rates by 22% and engagement by 17% while reaching 350,000+ subscribers.
- Leverage web analytics to provide data-driven recommendations, optimizing user experience and aligning content strategy with marketing objectives.
- Cultivate partnerships with local businesses and tourism stakeholders to ensure fresh, compelling content across Visit San Antonio platforms.

## **MARKETING & GUEST SERVICES SUPERVISOR**

CITY OF NEW BRAUNFELS / NEW BRAUNFELS, TX

JAN. 2017 - FEB. 2021

- Launched a new website and social media presence for brand-new recreation center, implementing SEO strategies and engaging content that boosted brand awareness and user engagement.
- Developed and executed integrated digital and print marketing campaigns, increasing community engagement and program participation.
- Increased social media following by 24% through targeted content strategies, paid advertising, and community engagement initiatives.
- Developed and managed annual marketing plans within a \$125,000 budget, consistently surpassing engagement and membership targets.
- Built relationships with local media and crafted compelling press materials, securing increased event coverage and public engagement.
- Led and trained marketing and guest services teams, enhancing operational efficiency and team performance.

## **WEB PRODUCTION SPECIALIST**

AUSTIN REGIONAL CLINIC / AUSTIN, TX

AUG. 2014 - JAN. 2017

- Developed and executed a comprehensive content and social media strategy, driving a 16% increase in organic traffic and boosting social media engagement.
- Managed and optimized four clinic websites and mobile app, ensuring accuracy, seamless navigation, and improved user experience through UX analysis and functionality testing.
- Worked with chief medical professionals to author clear, accessible patient education materials across digital, print, and mobile platforms to improve health literacy and engagement.

## **Education**

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### **THE UNIVERSITY OF TEXAS AT AUSTIN**

BACHELOR OF SCIENCE, ADVERTISING / AUSTIN, TX

## **Certifications**

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- HubSpot: Content Marketing
- HubSpot: SEO
- Skillshop: Google Analytics
- General Assembly: HTML, CSS, and Web Design