

Shelly Basaldu

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Content Strategy & Leadership • SEO & AI-Powered Search • Editorial Governance • Cross-Functional Team Management

SUMMARY

Content strategist and marketing leader with 10+ years of experience building and scaling content programs across B2C and B2B audiences that drive audience growth, organic discovery, and business impact. Equally comfortable setting and executing editorial strategy, creating content, and managing agencies, freelancers, and cross-functional stakeholders. Expertise in SEO, content strategy, and performance analytics, with a proven track record translating complex subject matter into compelling narratives and measurable results.

SKILLS

Content Strategy & Editorial Planning • Content Marketing Programs • Website Strategy & CMS Governance • SEO & Organic Growth • Thought Leadership • Storytelling • Writing & Editing • Audience Development • Content Operations • Lifecycle & Email Marketing • Content Performance Analytics • Agency & Freelancer Management • Cross-Functional Stakeholder Management • GA4, Search Console & Performance Reporting • Structured Data & AEO Strategy • Team Leadership & People Management

EXPERIENCE

Content Marketing Manager | Visit San Antonio • San Antonio, TX • February 2021 – Present

- Lead content strategy and digital operations across a multi-site ecosystem spanning B2C leisure travelers, B2B meeting and event planners, and a subscription-based B2B membership program, building audience-specific content funnels and engagement strategies aligned to distinct business objectives
- Directed the end-to-end redesign and migration of flagship digital properties, establishing content governance, editorial workflows, and cross-functional approval processes that supported a 71% increase in total website traffic to 8.9M+ annual sessions
- Grew organic traffic to 2M+ annual sessions, generating 957K+ annual blog pageviews (2.5x growth) and adding 270K+ net new website visitors year over year through user-intent research, SEO strategy, structured data, and content optimization for evolving AI-powered search, discovery, and answer experiences
- Collaborate with SEO agencies, web partners, and freelance writers to deliver high-quality digital experiences across multiple websites and audience segments
- Oversee editorial development and production of a 100+ page annual visitor guide in partnership with *Texas Monthly*
- Manage multilingual website initiatives in Spanish, French, and German through international agency partners, ensuring culturally appropriate, on-brand, and consistent user experiences for global audiences
- Led the launch of the organization's first mobile app, generating 16K+ downloads, 763K+ listing pageviews, and a 4.9-star rating in its first six months
- Implemented an AI-powered chatbot and itinerary generator that automated 72% of visitor inquiries, slashed response times from 24 hours to under 2 minutes, and maintained a 92% satisfaction rate
- Support executive communications, including ghostwriting for prior C-suite leadership

Marketing & Guest Services Supervisor | City of New Braunfels • New Braunfels, TX • January 2017 – January 2021

- Launched and scaled digital marketing operations for a new \$24M recreation center, developing the website, social media presence, and brand identity from the ground up
- Managed \$107K annual marketing budget across paid and organic channels, overseeing media planning, campaign execution, and budget allocation aligned to organizational goals
- Executed integrated multi-channel marketing campaigns across web, social media, email, and print, incorporating SEO strategy and paid social advertising to support audience growth and engagement
- Led and developed a 6-person marketing and guest services team, overseeing daily operations, customer experience, and cross-functional coordination
- Partnered with external agency on website development initiatives and managed ongoing content strategy, updates, and digital maintenance
- Produced monthly performance reports analyzing campaign metrics, audience trends, and engagement data to inform optimization strategies and business decisions

Web Production Specialist | Austin Regional Clinic • Austin, TX • August 2014 – January 2017

- Managed content strategy and patient-facing communications across 24 healthcare clinics spanning 17+ specialties and their associated service lines, translating complex medical information into accessible, audience-focused content
- Partnered directly with Pediatric Chiefs to develop and maintain a comprehensive suite of patient education materials, including a newborn care guide for first-time parents and developmental content covering birth through age 18 across all recommended well-child visits
- Developed and executed monthly content calendar across internal and external digital platforms, including social media, ensuring cohesive messaging across all channels
- Optimized website content for SEO across a multi-site environment, improving keyword coverage and search visibility for patient-facing content
- Led content QA for MyChart patient portal implementation, verifying accuracy and functionality across each platform update cycle
- Managed and maintained content across multiple enterprise CMS platforms

EDUCATION

Bachelor of Science, Advertising | The University of Texas at Austin • Austin, TX

CERTIFICATIONS

Google Analytics Certification | Google Skillshop • Renewed 2026

Content Marketing Certification | HubSpot Academy • Renewed 2025