

# Shelly Basaldu

Senior Content Marketing Leader • Organic Growth • Digital Strategy

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## PROFILE

Content and digital marketing leader with 8+ years building and scaling high-performing programs from the ground up. Currently operating at a director scope, owning multi-site content ecosystems, leading cross-functional initiatives, and managing the full digital lifecycle from strategy through execution. Launched a destination marketing blog to 957K+ annual pageviews, led a platform migration to 15M+ annual views, and drove the organization's first mobile app, AI chatbot, and bilingual web presence. Known for identifying opportunities nobody put on the roadmap and building the systems to execute them.

## CORE COMPETENCIES

Content Strategy • SEO & Organic Growth • GA4 & Analytics • CMS Management • Email Marketing & Automation • Cross-Functional Leadership • Product Launch • AI Implementation • UX Optimization • Conversion Optimization • Bilingual Content Operations

## EXPERIENCE

**Senior Content Marketing Manager** • Visit San Antonio — San Antonio, TX February 2021 – Present

*Operating at director scope: owning a multi-site digital ecosystem, leading cross-functional initiatives, and managing agency relationships — without a direct manager layer above.*

- Built and scaled Visit San Antonio's blog from zero to 957K+ annual pageviews and 885K+ sessions — nearly 2.5x growth in three years
- Led end-to-end redesign and platform migration of two flagship destination websites, driving 71% session growth to 8.9M+ annual sessions within the first 12 months post-launch
- Own and optimize a 2M+ session organic search channel, driving 270K+ net new visits annually; increased keyword rankings 58% through data-driven SEO and content strategy
- Identified, secured executive buy-in for, and launched the organization's first-ever mobile app — 16K+ downloads, 763K+ listing pageviews, and a 4.9-star rating within six months
- Implemented AI chatbot that automated 72% of visitor inquiries and cut response time from 24 hours to under 2 minutes while maintaining 92% customer satisfaction
- Revamped email marketing program for 350K+ subscribers — increased open rates 22% and CTR 17% through segmentation and A/B testing
- Lead content strategy across multi-site ecosystem: leisure, trade, attractions, and bilingual microsites, aligning UX, messaging, and campaign execution across distinct audiences
- Manage agencies and freelance contributors, ensuring quality, brand alignment, and on-time delivery across all content programs
- Produce 105-page Official Visitor's Guide annually in partnership with Texas Monthly — sole author, managing editorial, photo rights, stakeholder review, and digital refresh cycles

**Marketing & Guest Services Supervisor** • City of New Braunfels — New Braunfels, TX 2017 – 2021

- Launched digital presence for a new \$24M recreation center, building website and social channels from the ground up
- Developed brand storytelling strategy that drove new memberships and community engagement within the first year
- Executed targeted content campaigns and paid advertising strategy to grow community awareness
- Managed and developed a 6-person marketing and guest services team

**Web Production Specialist** • Austin Regional Clinic — Austin, TX 2012 – 2017

- Managed content and digital presence across 4 clinic websites and a patient mobile app

- Developed and executed social media strategy across multiple platforms, supporting patient referrals
- Optimized healthcare content for organic search across a multi-site environment

## **EDUCATION**

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**Bachelor of Science, Advertising** · The University of Texas at Austin