

# RAHEEM RICHARDSON

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(123) 456-7890

A Marketing Executive with 10+ years of experience defining content strategy for enterprise organizations within the financial sector. A proven track record of building and leading content marketing teams to create engaging content and enhance brand messaging.

## PROFESSIONAL EXPERIENCE

### CHIEF MARKETING OFFICER

Westline Financial, Seattle, WA | October 2016 – Present

- Oversee the development of content, performance marketing, and public relations strategies for a financial consulting firm with \$100M in assets
- Collaborate with C-level executives during a significant rebrand to identify the new company name and establish a brand identity centered on trust, integrity, and transparency
- Manage a marketing department with over 25+ team members, ensure alignment of content and brand messaging, and execute 30+ digital and print marketing campaigns

### CONTENT STRATEGIST

Cadence Financial Inc., Seattle, WA | June 2011 – October 2016

- Developed high-impact strategies and wrote differentiated content for a finance startup to enhance brand awareness and support long-term business growth
- Created style guides for the marketing team to ensure consistent voice, tone, and quality across social media channels, blogs, and website copy

## EDUCATION

### BACHELOR OF ARTS (B.A.) MARKETING

University of Washington, Seattle, WA | September 2007 - June 2011

## KEY SKILLS

- Key Skills
- Content Strategy
- Performance Marketing
- Rebranding Initiatives
- Style Guidelines
- Brand Messaging