

Neicole M. Crepeau – Consultant  
Seattle, WA | <https://www.linkedin.com/in/neicolecrepeau>  
425.443.9278 | [neicole@neicolecrepeau.com](mailto:neicole@neicolecrepeau.com)

# Digital Marketing & Content Strategy Freelancer

## Transform Your Digital Presence with Proven Strategies

*20+ years driving growth for industry leaders like Microsoft, DocuSign, VISA, and Seismic with data-driven content marketing and web strategies that deliver measurable results*

I help **fast-growing companies** cut through digital noise with strategic content marketing, web and AI optimization, and campaigns that deliver bottom-line results.

**My Track Record:** 3X increase in pipeline generation, 326% improvement in non-branded organic traffic, \$7M+ in attributed opportunities, and 90% ARR growth for my clients.

## MY APPROACH

**Enterprise-Level Strategy** - Having worked with Microsoft, VISA, and DocuSign, I bring Fortune 500 strategic thinking to companies of all sizes.

**Results-Focused Execution** - Every initiative is tied to business metrics. I don't just increase traffic – I drive pipeline, revenue, and growth.

**Technical Excellence** - From complex CMS migrations to AI implementation, I have the technical depth to execute sophisticated marketing technology projects.

**Cross-Functional Leadership** - Experience managing stakeholders across legal, product, sales, and executive teams to deliver integrated solutions.

# CORE SERVICES

## Strategic Web & Content Leadership

- **Web Strategy & UX Optimization** - Complete site strategy, from design to conversion optimization
- **Website Migration & Redesigns** – Migration and redesign of complex websites (950 pages migrated in 7 months with complete redesign)
- **SEO Strategy & Execution** - Organic growth strategies that deliver traffic improvements (165%+)
- **Content Marketing** - Integrated campaigns that drive measurable pipeline growth
- **AI-Driven Content Innovation** - Cutting-edge strategies and implementation for capturing AI queries
- **Conversion Optimization** - A/B testing and personalization strategies using tools like 6Sense and Demandbase
- **Rapid Site Prototyping and Testing** – Using cutting-edge AI tools like Lovable and Relume to accelerate website design and testing

## Growth Marketing Execution

- **Demand Generation & Pipeline Growth** - Campaigns that generate significant growth (\$7M+ in opportunities)
- **Email Marketing & Automation** - Strategic nurture campaigns and customer lifecycle programs
- **Paid Advertising & SEM** - Proven ability to reduce costs by (47%) while increasing opportunity volume (300%)
- **Social Media & Content Distribution** - Multi-platform strategies to extend reach and engagement

## Fractional CMO & Consulting

- **Marketing Leadership** - Interim CMO services for growing companies
- **Team Management & Strategy** - Leading cross-functional teams to deliver integrated campaigns
- **Analytics & Performance Optimization** - Dashboard implementation and data-driven decision making
- **Brand & Messaging Consistency** - Style guides, web page templates, brand consistency

## TECHNOLOGY EXPERTISE

**Enterprise Platforms:** Sitecore, WordPress, Drupal, HubSpot

**AI & Automation:** ChatGPT/AI Tools, 6Sense, Demandbase

**Analytics & Testing:** Google Analytics 4, A/B Testing

**Paid Media:** Google Ads, SEM, Social Media Advertising

**Content & SEO:** Advanced SEO Strategy, Content Management, Style Guide Development

**Technical:** HTML/CSS, CMS Implementation, Website Migrations

## CLIENTS

Ideal Client Profile:

**Growth-stage companies** (\$5M-\$100M+ revenue)

**Private equity-backed firms** needing marketing optimization

**Companies in transition** (mergers, acquisitions, major expansions)

**Established B2B service providers** ready to scale

**Organizations Ready for AI Integration** in their marketing stack