

# Alison Lesniak

SENIOR CONTENT MARKETING MANAGER | Content Strategy, SEO, and AEO

## CONTACT

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## CORE COMPETENCIES

### Content strategy

Annual planning and budgeting, KPIs and reporting, editorial calendars, brand voice and style guidelines

### SEO and AEO

Keyword research, organic analytics, website audits, information architecture, FAQ programs and schema markup

### Content creation

Thought leadership, blogs, guides and toolkits, ebooks, white papers, case studies, infographics, email sequences, social copy

### Sales enablement

Deal-room content, sales deck and one-pager copy, partner and client-facing collateral

### Editorial and leadership

Copy editing, business writing, subject matter expert interviews, freelancer and agency management, team training

## TOOLS

HubSpot, Dock, Microsoft Office, Google Workspace, Monday.com, Asana

## SUMMARY

Content marketing leader with nine years of editorial, SEO, and content strategy experience across B2B SaaS, agency, and publishing. Owns content strategy end to end at WellRight, a workplace wellness platform, from annual planning and budgeting to the assets that move buyers through the sales funnel. Leads the company's Answer Engine Optimization (AEO) program so its content is surfaced and cited by Google AI Overviews, ChatGPT, and Perplexity. An editor by training who writes for clarity.

## PROFESSIONAL EXPERIENCE

**WellRight** | Workplace wellness platform

Chicago, IL

**Senior Content Marketing Manager**

Mar 2025 – Present

### Strategy and leadership

- Develop and execute the company's content strategy, aligned with business objectives and growth targets, and manage the annual content marketing budget and resource allocation.
- Set content KPIs and success metrics and report performance to leadership; own three quarterly marketing goals covering AEO, event-aligned segment content, and client success stories for new client segments.
- Partner with department heads to align content with product launches and company priorities, and train team members on content frameworks and proven campaign strategies.

### SEO and AEO

- Lead SEO and AEO strategy and execution so content is surfaced and cited by Google AI Overviews, ChatGPT, and Perplexity, not only ranked in traditional results.
- Lead a full audit and project plan for WellRight's website built around AEO: a sitewide FAQ program with FAQPage schema, navigation that separates solution pages from audience pages, and website page template reconstruction and reorganization.
- Run strategy, copy, and FAQ development in-house and brief the technical HubSpot build to agency partners, so AEO runs as an ongoing program; manage external content vendors and agencies.

### Content and thought leadership

- Publish executive thought leadership pieces in Forbes, managing each from draft through editorial review, publication, and multichannel promotion.
- Oversee production and optimization of thought leadership articles, guides, toolkits, infographics, paid ad collateral, case studies, presentation decks, and multimedia content.
- Write toolkits and guides, including "From One Champion to a Movement: The Wellness Committee Playbook," for HR and wellness program administrators.
- Direct the content calendar and workflow, build frameworks and templates to scale production, lead brand voice and style guidelines, and run quality control on all published content.

### Sales enablement and cross-functional work

- Build sales enablement content for the CARAVAN educational content partnership, including 23 category blurbs for sales decks and copy for 29 Dock deal-room pages linking employer needs to platform features.
- Collaborate with Sales and Product on content for the buyer journey, with Design on visual content standards, and with operations and automation managers to measure performance and optimize from data.
- Develop social media copy and campaigns to extend content reach and nurture leads, and support lead generation campaigns and conversion paths.

EDUCATION

Loyola University Chicago  
Bachelor's degree, English  
(Creative Writing)  
2016

LANGUAGES

English, Spanish

Content Manager

Apr 2022 – Mar 2025

- Published new content monthly: blogs, ebooks, white papers, one-pagers, slide deck copy, and speaking proposals.
- Owned SEO analytics and keyword reporting; set benchmarks and KPIs for organic metrics including impressions, CTR, bounce rate, time on page, and ranking position.
- Implemented technical website updates: new pages, calls-to-action, forms, internal links, and indexing.
- Co-managed the social media calendar and strategy for community engagement, content promotion, and lead generation.
- Interviewed internal subject matter experts and worked with Product Marketing and Sales to identify customer needs, content gaps, and new topics.
- Enforced brand, style, and editorial standards across all content; completed HubSpot certifications.

L2TMedia | Digital marketing agency

Evanston, IL

Senior Content Editor

Jun 2020 – Mar 2022

- Helped build the Content Team and its offerings, improving processes, resources, and training to support company growth.
- Trained and managed freelance writers on SEO requirements and manufacturer guidelines; led new-hire cross-department training.
- Managed content for high-touch clients: editing, scheduling, and coordinating with client-facing representatives.
- Aligned content with the SEO Team's goal of growing organic traffic, setting each client's content strategy with Sales, Digital Advisors, and SEO Specialists.
- Established writing, editing, and online publishing best practices, maintained SOPs, and served as the main point of contact for content questions.

Content Editor

Jun 2019 – Jun 2020

- Wrote, edited, published, and promoted digital marketing and automotive content on the company blog.
- Edited all freelance submissions for brand compliance, grammar, and style; held writers to quality standards and deadlines.
- Managed a client list as the go-to source for online publishing and SEO copy needs, and supported Marketing and other teams with copywriting and editing.

Goodheart-Willcox | Educational publisher

Tinley Park, IL

Editorial Assistant

Jan 2018 – May 2019

- Copyedited print and digital supplements, including textbooks, presentations, test software, and instructor resources.
- Helped editors develop manuscript content: features, end-of-chapter review questions, and glossary terms.
- Coordinated textbook reviews with experts in FCS and health fields and compiled reviewer responses.
- Ran quality control on print and digital products, managed reprints and approved printer proofs, and handled photo research, acquisition, and permissions.

Earlier Experience

Editorial Intern, Chicago Agent Magazine

Sep 2017 – Jan 2018

Wrote and copyedited news stories for the magazine's websites and created social media content to grow site traffic.

Data Operations Associate, Grubhub

Jun 2016 – Jun 2017

Ran quality checks on restaurant menus before publication, verifying accuracy, formatting, and grammar.

Writing Center Tutor, Loyola University Writing Center

Mar 2014 – May 2016

Coached undergraduate and graduate students on audience, structure, and research.