

Avery Felman

Marketer, producer, and content strategist with web design and copywriting experience.

Brooklyn, New York
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Education

The New School

BA in Comedy Writing
August 2015 – May 2019

Fashion Institute of Technology

Intro to Rhino & Grasshopper 3D Design
Certificate
Spring 2026

Certifications & Awards

Contentful

Certified Content Manager, 2025

Figma

UI/UX Design Training, 2024

Innovator Star Award

Issued by Intuit, 2024

Tools

Contentful

Figma

Jira

Workfront

GenAI

Google Analytics

Asana

WordPress

Confluence

Kaltura

Optimizely

Skills

Copywriting

SEO

Web design

Email marketing

01 Profile

Experienced digital marketing leader with over 7 years of expertise in web strategy, content production, and user-centric optimization for global audiences. Proven success utilizing data analytics, CRO, and A/B testing to enhance digital experiences, increase engagement, and drive scalable business growth. Skilled in cross-functional collaboration with expertise in web personalization, paid media campaign optimization, and experimentation modeling. Demonstrated success driving global expansion strategies, leveraging localization to create impactful customer journeys and align content with regional audiences.

02 Experience

Senior Marketing Manager, Digital Production

Intuit Mailchimp, New York

July 2024 – Present

- Develop and manage content strategy and production workflows, overseeing the creation, QA, and maintenance of web pages within the CMS to optimize user experience.
- Conduct A/B testing and collaborate on experimentation initiatives to drive conversion rate optimization, implement personalization strategies, and improve key performance metrics across digital funnels.
- Design and produce creative assets, including new page templates, ensuring alignment with Mailchimp's brand voice and style guide.
- Mentor and manage a team of 4 digital producers, delegating tasks, overseeing project execution, and providing guidance on professional growth and best practices.

Marketing Manager, Digital Production

Intuit Mailchimp, New York

April 2023 – June 2024

- Managed day-to-day cross-functional project workflows, ensuring alignment between marketing, design, engineering, and product teams to execute digital initiatives on time.
- Partnered with SEO specialists to optimize on-page content, metadata, and site performance, driving improvements in organic search visibility and traffic.
- Led the development of localized content strategies to support Mailchimp's global digital expansion, tailoring key landing pages to international audiences.
- Collaborated with external agencies to execute scalable updates to Mailchimp's Resource Hub, ensuring seasonal content aligns with user needs.

Editor

The Wildest, New York

September 2021 – April 2023

- Applied SEO best practices and data analytics to drive significant increases in affiliate conversion rates across lifestyle and shopping verticals.
- Managed cross-functional partnerships between legal, finance, and editorial teams to establish and maintain 15+ affiliate networks.
- Collaborated with creative, marketing, and social teams to produce user-focused content that balanced brand voice and business needs.
- Conducted competitive landscape analysis of affiliate partners to identify opportunities for enhanced ROI and engagement.

Freelance Writer

Self-employed, New York

May 2019 – Present

- Produced content for a range of publications, including Refinery29, BuzzFeed, Who What Wear, and V Magazine, demonstrating adaptability to varied editorial styles.
- Managed multiple overlapping projects under strict deadlines, coordinating with external brands to develop impactful stories and product reviews.