

# Aimee Millwood

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**OVERVIEW** Content strategist with extensive experience in B2B SaaS. Contributor to Entrepreneur, Tech Crunch, Huffington Post, and The Next Web, among others. Passionate about pushing the limits of content marketing in innovative ways. Strong supporter of the oxford comma.

**EXPERIENCE** **Yotpo | Tel Aviv, Israel**  
*Director of Content, Jan 2016 – Present*  
Established an editorial operation that not only produces highly regarded content but is one of the major drivers of inbound growth for the company.

- Led the content team, which was responsible for forming Yotpo’s product positioning and brand narrative, as well as overseeing the creation of content company-wide.
- Created all product marketing content and thought leadership material, including the web copy of two websites (Yotpo and Swell), 20+ ebooks, and 300+ blog posts

*Blog Manager, Nov 2014 – Jan 2016*

Built one of the top eCommerce marketing blogs, which today averages 60,000 visits per month and is read by brands like Patagonia, Glossier, Magento, and Shopify.

- Grew a community of engaged readers, going from 0 to 10,000+ subscribers in one year.
- Established Yotpo’s presence in the ecosystem, leading to co-marketing offers from Buffer, Kissmetrics, Zendesk, Nosto, and Shopify Plus, among others.
- Managed two blog redesigns end-to-end, from design and development to SEO and conversion optimization.

**Self-Employed | Remote**

*Freelance Writer & Editor, Feb 2013 – Oct 2014*

Wrote feature articles and conducted interviews for Vietnam News, the Times of Israel, Telavivian, Santa Barbara Magazine, and more.

**Citrix | Santa Barbara, California**

*Communications Specialist, April 2012 - January 2013*

Promoted from editorial intern to communications specialist. Responsible for writing and editing marketing material, including blog posts, landing pages, case studies, press releases, and more.

**EDUCATION** **University of California, Santa Barbara**  
B.A. in Literature, Minor in Professional Writing & Editing

**HIGHLIGHTS** Languages: Native English, Conversational Hebrew  
Specialties: Content marketing, creative strategy, brand development