

LISA FEIERSTEIN

Check out my portfolio ✓
lisafeierstein.com

Contact

973.747.2313
lfeierstein@protonmail.com

Skills

- Editorial strategy
- Writing
- Brand strategy + storytelling
- Video production
- SEO strategy
- Email marketing
- Thought leadership content
- Copywriting
- Public speaking + presentations

- Ahrefs
- Google Analytics (GA4)
- Klaviyo
- Shopify
- WordPress
- ClickUp (certified)
- Canva
- All major AI tools

Education

/ Brandeis University
BA Business, BA Psychology

About Me

Content strategy leader with 10+ years of experience spanning content marketing, brand storytelling, editorial strategy, and thought leadership. Proven track record of driving organic growth, producing high-impact multimedia content, and building content operations from the ground up. Experienced across SaaS, health tech, trend consulting, and early-stage startups.

Experience

Director of Content Strategy

August 2023 - February 2026

/ BACtrack (the leader in breathalyzers) /

Austin, TX (Remote)

- Promoted from Senior Content Marketing Manager to Director of Content Strategy within two years, in recognition of outsized impact on the company's content and brand presence
- Solely owned end-to-end content strategy for BACtrack View, the company's alcohol monitoring platform, as the only dedicated content resource - spanning blog, video, email, SEO, and competitive positioning
- Produced a testimonial video series (long-form and YouTube Shorts) filmed across the U.S. and Canada - managing the full pipeline from sourcing and vetting subjects to travel coordination, directing on-location shoots, and post-production
- Produced video content for a YouTube channel that grew to 5.5M+ views through paid and organic distribution, with long-form testimonials regularly achieving 27K-117K views organically; short-form cuts were repurposed for paid ad campaigns that drove free trials
- Independently grew organic search traffic over 300% year-over-year through strategic SEO content planning and a self-built network of expert contributors (family law attorneys, therapists, addiction specialists)
- Created the "How America Drinks" data report series for BACtrack.com, earning media coverage in the NY Post, Sports Illustrated, and more, with measurable spikes in sessions and sales following NFL editions
- Led initiative to demonstrate Daubert/Frye legal admissibility via a report through the Justice Speakers Institute, strengthening confidence among attorneys and end users in BACtrack View's courtroom credibility
- Developed competitive comparison content (video + landing page) for BACtrack View vs. Soberlink, widely adopted by the Customer Success team as a key resource for client conversations
- Launched end-to-end user lifecycle content - including a use-case-customized onboarding flow, abandoned cart sequences, and quick start guides - alongside a review sweepstakes campaign that increased new reviews 378% year-over-year to 1,400+ verified reviews (4.8-star average)

Freelance Content Consultant

August 2022 - July 2023

/ Censo + others /

Austin, TX

- Censo - Crypto startup; developed pitch decks, launch/event strategy, technical content, and keynotes for executives
- M+D - Events agency; created pitch materials to fundraise for World Climate Tech Summit in Miami and proposals
- Inhala - Consultancy in MX; compiled trend research/analysis for Constellation Brands (beer group)

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(continued)

Associate Director of Innovation

Nov 2021 - Jun 2022

/ dMASS (sustainability startup, company closed) /

Austin, TX

- Strategic role cut across marketing, sales, content, and UX
- Identified key personas while crafting and testing demand gen outreach, with 'read' rates ranging from 35-60%
- Overhauled sales materials, resulting in increased meetings with potential investors and users
- Wrote and ran Naked Value, a weekly newsletter on sustainable innovation
- Ran event marketing strategy for startup showcases (including Capitol Factory's SXSW event), which resulted in increased leads

Senior Manager, Content Marketing

Nov 2020 - Oct 2021

/ Welcome (marketing SaaS, acquired by Optimizely) /

New York, NY

- Led content strategy (for webinars and eBooks) to establish Welcome's authority in marketing work management
- Created keynotes and thought leadership for CEO to present (e.g. "Content Ain't Easy" at the Content Marketing Institute)
- Partnered with CMO to develop elevator pitch, craft demand gen emails, conceptualize campaigns, and coach sales team

Director of Trend Strategy

Mar 2017 - Oct 2020

/ TrendWatching (trend consulting agency) /

New York, NY

- Led team in identifying and presenting B2C trends - which shaped our core services, content, and client strategy
- Oversaw Innovation of the Day daily newsletter, which hit 120,000+ opt-in subscribers in 2020
- Direct revenue contribution (speaking engagements and client projects I led) rose 500% from Q4 2018 - Q4 2019
- Delivered keynotes and innovation workshops for brands including Netflix, The North Face, A&E, Wrangler, and Church & Dwight
- Was a keynote speaker at events including CEN's League of Leaders showcase (April 2022), StorePoint Retail (February 2020), and the NRF Big Show (2018)

Select Highlights

- As sole content resource for BACtrack View, grew organic search traffic 300% YoY and produced multimedia content across blog, video, email, SEO, and competitive positioning (BACtrack)
- Delivered 25+ keynotes and innovation workshops for brands including Netflix and Timberland, and spoke at industry events including the NRF Big Show and StorePoint Retail (TrendWatching)
- Created the "How America Drinks" data report series, earning media coverage in the NY Post, Sports Illustrated, and more (BACtrack)
- Selected by CEO to write flagship web copy and develop keynote presentations for executive speaking engagements (Welcome)