

# LEA A. TITAS

## Marketing Content Strategist & Creator

North Olmsted, OH

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## PROFESSIONAL SUMMARY

Content strategist and copywriter with 20+ years of experience creating high-performing digital content across financial services, healthcare, professional services, and association environments. Skilled at translating complex topics into clear, engaging messaging that drives audience growth, engagement, and conversion. Experienced in developing content strategies and executing the writing that brings them to life.

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## CORE SKILLS

Content Strategy • Copywriting & Editing • Email Marketing • Website Content & UX Writing • Blog & Long-Form Content • SEO Optimization • Campaign Development • Social Media • Content Brand Voice Development • HubSpot & CMS Platforms

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## PROFESSIONAL EXPERIENCE

### Stansfeld LLC

#### Director of Marketing & Events | 2019–Present

- Write and oversee email campaigns reaching 8,000+ subscribers
  - Develop landing pages, conference promotions, and campaign messaging
  - Create website content aligned with brand voice and conversion goals
  - Develop social media messaging and promotional calendars
  - Track performance metrics including open rates, click-through rates, and registration conversion
  - Partner cross-functionally to align messaging with organizational objectives
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## Freelancer

### **Copywriter & Content Strategist | 2019–Present**

- Build content frameworks including personas, tone, and messaging pillars
  - Write web copy, blog articles, white papers, and email campaigns
  - Edit and refine executive communications for clarity and impact
  - Conduct research to support SEO-focused content strategy
  - Align content with audience behavior and conversion goals
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## Hileman Group

### **Content Marketing Strategist | 2013–2019**

- Wrote and edited blog articles, case studies, treatment guides, and long-form digital content for hospital systems such as Cleveland Clinic, Baylor Scott & White, Mercy Health, and Vanderbilt University Medical Center
  - Developed brand voice guidelines and messaging architecture
  - Managed editorial calendars and content production workflows
  - Collaborated with design and UX teams to ensure messaging aligned with user experience
  - Advised clients on content best practices based on analytics and market research
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## Highland Associates

### **Associate | 2009–2013**

- Supported a Financial Advisor in managing family wealth and investment planning initiatives for high-net-worth clients.
  - Assisted in developing and launching a website designed to deliver financial education and wealth strategy resources to clients.
  - Prepared and compiled quarterly financial reports, including portfolio summaries, performance metrics, and supporting client materials.
  - Assisted with creating and organizing client presentations, reports, and communications to improve engagement and understanding of financial strategies.
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## KeyCorp

### **Web Content Manager | 2006–2009**

- Managed website content across multiple business units
  - Developed navigation structures and content labeling
  - Conducted usability analysis to improve digital experience
  - Optimized content structure to improve clarity and engagement
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## EDUCATION

Bachelor of Arts in English  
University of Toledo

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## CERTIFICATIONS

HubSpot Content Marketing Certification  
HubSpot Social Media Certification