

SHELLEY VANWITZENBURG

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CONTENT STRATEGY & SOCIAL MEDIA / VIDEO, COMMUNITY & OWNED MEDIA / IDEA TO EXECUTION

Content strategist and social media lead who has spent 15+ years making complicated things click, from nutrition science to crypto to the metaverse. Grew a media platform to **100,000+ monthly readers**, built a creator program spanning **150+ artists across 20+ countries**, and created and hosted a live weekly show that drew **10,000+ concurrent viewers**.

Currently writes in a founder's voice for a handmade goods business, where SEO content drives direct sales, after two years owning crypto content for an unregulated wallet and a regulated brokerage. Goes from strategy to shipped content without a handoff and uses AI daily. Part science nerd, part internet native, and happiest when a piece of content makes someone say, "Oh, now I get it."

CORE EXPERTISE

Content Strategy • Editorial Planning & Calendars • Founder Voice & Ghostwriting • Social Media Strategy • Community Building • Creator & Partner Programs • Video & Live Show Production • Brand Voice & Storytelling • Newsletters & Email • SEO, GEO & AEO • Content Repurposing • Performance Analytics • Team Leadership • Employee Advocacy & Enablement • AI-Assisted Workflows • HubSpot • Semrush • Sprout Social • Google Analytics • Canva • Opus Clip

PROFESSIONAL EXPERIENCE

Content Strategist & Founder Voice (Contract)

June 2026 – Present

Caravelle Creations

- Write all content in the founder's voice for a handmade custom-cane business: website, blog, social, product listings, and certificates of authenticity.
- Built an SEO-led blog of wood-species guides and buyer education, shooting all photography and video; in four months, organic search drove **4.5x the shop's full-year 2025 online revenue**.
- Built an AI-visibility tracker with Claude Code that runs a fixed bank of **22 buyer-intent prompts** through the ChatGPT, Claude, Gemini, and Perplexity APIs and logs every brand mention and citation to Airtable; now building n8n automations to refresh content and generate fresh Pinterest pins.

Crypto Content & Marketing Manager

October 2024 – June 2026 • Laid off in company restructuring

tastytrade / tastycrypto

- Created, hosted, and produced **BEANS**, a live weekly show streamed on X and YouTube: **47 episodes** over seven months, peaking at **10,000+ concurrent viewers**, owning format, guest booking, and production.
- Concepted, scripted, hosted, and edited **HODL UP**, a 15-part crypto-education YouTube Shorts series for tastytrade (**11 episodes** released).
- Owned crypto content across two businesses: the unregulated tastycrypto wallet, marketed to crypto newcomers and active traders, then crypto trading at regulated tastytrade, aimed at its base of advanced options traders.
- Hired and managed two external contractors for nearly two years, assigning work, setting priorities, and giving regular feedback.
- On a four-person team spanning Chicago and London, built the full go-to-market flywheel for a crypto wallet launch: rewards program, NFT, education content, and launch campaign.
- Built an internal enablement and employee advocacy program that trained staff to explain the product publicly, plus a bootcamp for teams new to the category.
- Ran tastycrypto community on Discord and X with a fast-reaction approach built around market moments, keeping brand voice consistent across daily conversation.

- Researched and wrote long-form crypto education for tastytrade, published under licensed colleagues' bylines after compliance review, structured with FAQs and comparison tables for search and AI-answer visibility, and tracked with the web team in Google Analytics.

Co-Founder | Content & Community Strategy Lead

March 2020 – October 2024

Songbird Collective

- Co-founded a boutique content and community agency and led a multidisciplinary team across design, social, video, and writing.
- Built a creator partnership program from zero, recruiting and coordinating **150+ artists and creators across 20+ countries**.
- Launched and ran TRU Band Room, a live virtual venue with **1,000+ performances** and an active daily community.
- Conceived and produced a **24-hour virtual music festival** featuring **24 artists** in partnership with MTV Mental Health Action Day, driving social engagement through community participation and UGC.
- Ran marketing and strategy for a Swiss software innovation company's NFT project, managing external creators and contractors.

Community Relations Manager

August 2020 – January 2022

Stinson Law Group

- Directed content strategy across digital, print, social, and community-facing communications.
- Built and maintained relationships with external organizations, partners, and local stakeholders.

Marketing Manager

July 2019 – March 2020

Western CPE

- Managed a team of **two direct reports**, providing day-to-day direction, feedback, and oversight across marketing initiatives.
- Ran integrated inbound and outbound marketing across digital and live channels, with campaigns and reporting in HubSpot.
- Led multi-channel campaigns that contributed to the **best quarter, month, and day of sales in company history**, and built nationwide affiliate marketing initiatives.

Co-Founder | Content Director

March 2012 – March 2020

A Magical Mess, Inc.

- Built a media platform from zero to **100,000+ monthly readers** through search-led editorial and a team of writers.
- Set editorial standards and style, and edited work from multiple contributors on a high-volume publishing schedule.
- Partnered with hundreds of brands across paid partnerships, sponsored content, and affiliate programs.

EDUCATION

Bachelor of Science | Benedictine University