


CORY AMPE

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 Shorewood, WI 53211

CAREER OBJECTIVE

I am a multi-faceted strategist with more than 25 years of experience. My areas of expertise include market positioning, building brand awareness, telling compelling stories, generating demand, and rallying internal and external audiences alike. My goal is to positively contribute to Milwaukee's culture of music, arts, media and business. I love marketing and it shows.

SKILLS

Leadership

Brand Strategy, Positioning & Development

Content Marketing

Integrated Marketing

Corporate Communications

Event Planning & Promotion

Research

Writing & Editing

Audience Engagement

Editorial Standards

SEO Strategies

Content Management Systems

EXPERIENCE

OWNER, Shorewood, WI

CAMPE + CO, February 2022–Present

I am an entrepreneurial professional specializing in marketing strategy, brand positioning, fractional leadership, team development, content marketing, and editorial services. I extend these expertise to businesses and arts, culture, and placemaking organizations.

- Established and managed a proficient team of subcontractors, encompassing writers, designers, developers, producers, photographers, and digital strategists, enabling me to construct tailor-made teams for each client's unique needs.
- Collaborate effectively with creative teams to craft compelling content, campaigns, and brand identities.
- Forge partnerships with media outlets to craft compelling narratives around brands.
- Employ artificial A.I. for content ideation, research, and analysis.
- Provide expert guidance on SEO optimization, website usability, and online advertising campaigns.
- Develop strategic roadmaps, harnessing customer insights to propel brand awareness and audience expansion.
- Produce high-quality content across various platforms, encompassing blog posts, newsletters, social media updates, press releases, video scripts, and more.

CONTRIBUTING WRITER, Milwaukee

COMMONSTATE, January 2020–Present

Write and edit feature stories that profile the creatives, musicians, artists, and visionaries in Milwaukee.

VICE PRESIDENT OF MARKETING, San Diego, CA

SYNERGY HEALTH PARTNERS, May 2021–February 2022

- Engineered the company's first marketing strategy and content marketing plan.
- Established brand governance and standards.
- Worked collaboratively with Sales Communications to revamp lead-generation process, improving performance by 25%.
- Negotiated contracts with vendors for services related to branding, advertising, P.R. and events.
- Led strategic planning process to define brand positioning, identify target markets and develop go-to-market strategies.
- Conducted market research to evaluate competitive landscape and identify opportunities for product differentiation.
- Created and managed budget for all marketing initiatives, ensuring optimal ROI.
- Partnered with H.R. to establish employer brand and organization and culture design.

CONTENT MARKETING DIRECTOR, Milwaukee, WI

JIGSAW, June 2015–May 2021

Promoted from Account Supervisor to Content Marketing Director in 2019. Managed teams of art directors, analysts, programmers, and vendors to build editorial calendars, implement SEO, oversaw editorial services, created video, and produced award-winning content. Member of key team that grew marketing-driven revenue by more than \$3.6M in less than 3 years for key healthcare client. Increased qualified leads by 50% YOY for SaaS clinical lab software product.

- Created content for multiple digital platforms, including websites, blogs, and social media channels.
- Developed key performance indicators that could be used by teams across departments.
- Created breakdowns of analytics on web and social media, recommending improvements and identifying growth opportunities.
- Optimized search engine rankings through SEO techniques such as keyword optimization and backlinking.
- Analyzed customer feedback to identify areas of improvement in the company's marketing strategy.
- Identified gaps in market and spotted opportunities to create value propositions.

CLIENT SERVICES DIRECTOR, Menomonee Falls, WI

TRIVERA INTERACTIVE, January 2014–June 2015

- Digital strategist and client advocate
- Developed and delivered websites, apps, and digital campaigns for organizations of all sizes by working collaboratively with client teams, programmers, designers, and business development decision-makers.
- Planned and administered budgets.
- Maintained accurate records of all customer interactions, enabling quick resolution of issues.
- Spoke to community groups to explain and interpret agency purposes, programs, and policies.
- Led training sessions for clients on digital marketing, content strategy, SEO, and Google Analytics.
- Supported business development and agency growth.

BRAND MARKETING MANAGER, Milwaukee, WI

TRADE PRESS MEDIA, January 2004–December 2014

Led digital marketing efforts to build trade show event attendance, magazine audience development, and sales for a leading B2B media company. Worked closely with editorial team to develop content and grow audiences.

EDUCATION

BACHELOR OF ARTS (B.A.) IN MASS COMMUNICATIONS, Milwaukee, WI, US

University of Wisconsin-Milwaukee, December 1998

Extracurricular Activities

Vice President, Student Association for Music Entertainment

VOLUNTEER EXPERIENCE

DEVELOPMENT COMMITTEE MEMBER, Milwaukee, Wisconsin

Wisconsin Conservatory of Music, November 2022-Present

Supporting the future of The Wisconsin Conservatory of Music, an independent music school that teaches classical, jazz, rock, folk, and blues and hosts annual concerts.

BOARD OF DIRECTORS MEMBER, Milwaukee, Wisconsin

Islands of Brilliance, October 2022-Present

Influence and contribute to the organization as it pioneers the use of art, creativity, and creative technologies to spark self-confidence, encourage independence, and build pathways to employment for autistic individuals.

BOARD OF DIRECTORS, PRESIDENT, Milwaukee, Wisconsin

United Adworkers, January 2021-Present

United Adworkers fuels and supports our local creative scene. We lead a social and professional club dedicated to the advertising community of Wisconsin with education, inspiration, and connection points to further careers, cultivate talent, and advocate for industry growth.

BOARD OF DIRECTORS MEMBER, Milwaukee, Wisconsin

Sculpture Milwaukee, January 2019-Present

Making sculpture approachable for everyone to enjoy because we believe great art has the power to inspire individuals, bring people together, and make Milwaukee an even better place.