

# CONTENT MARKETING PORTFOLIO

## ELISSA SMITH





# ABOUT ME

My name is Elissa Smith, and I am a detail-oriented and creative content and digital marketing professional with over 10 years' experience managing campaigns and ensuring customer satisfaction.

Harlequin  
**5 FUN  
FACTS FOR  
NATIONAL  
BOOK  
LOVERS  
*Day***



[Direct link](#) | [PDF](#)

## BLOGS

Want content that doesn't just inform, but engages and elevates your brand? Dive into a curated selection of my work, including interviews, trend pieces, listicles, and more, that showcase my ability to craft stories with impact, clarity, and personality.

## BOOKS SO HOT, YOU'LL NEED AN AIR CONDITIONER!

Harlequin

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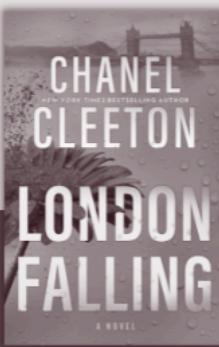


## KICKSTART YOUR NEXT *chapter!*

Romance novels for grads

Harlequin

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# VIDEO COLLABORATIONS

Bringing your vision to life starts with the right concept, and the right collaborators. From launching a dynamic cooking series to crafting a scroll-stopping ad, I specialize in developing standout ideas and assembling top-tier production talent to deliver video content that captivates.



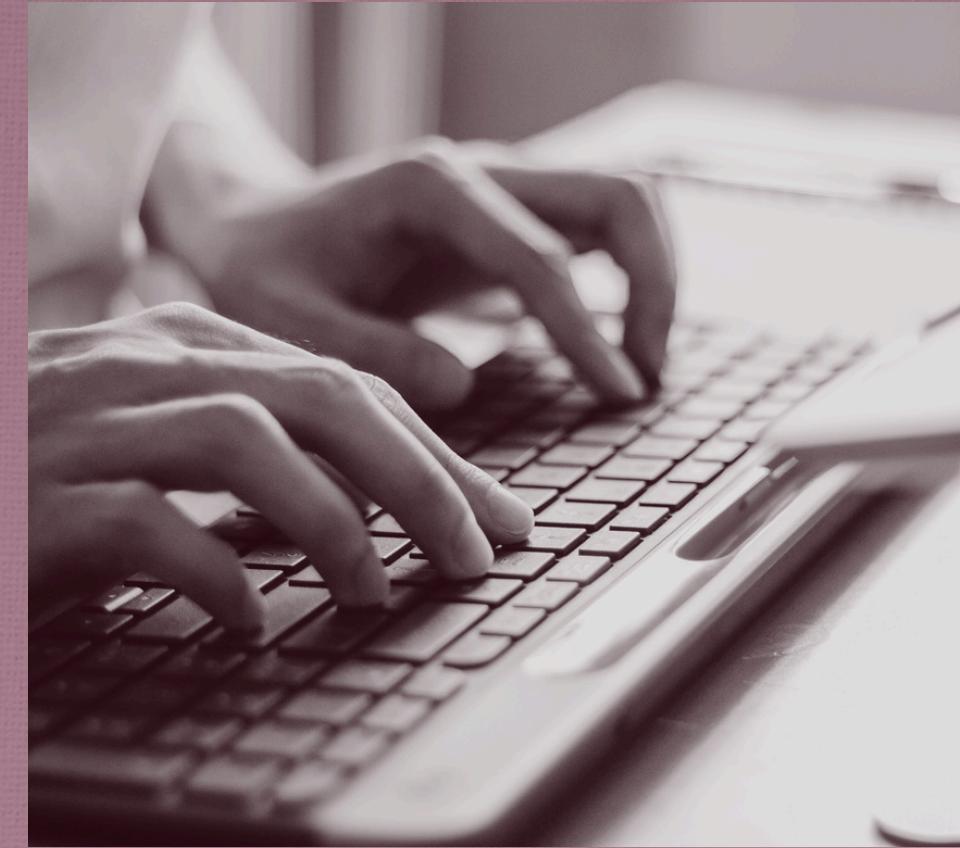
[Harlequin: Your Happy Place](#)  
Finalist in 2019 Content Marketing  
Awards



[5 Things You Didn't Know About  
Dogs with Jobs](#)



[Harlequin Authors Play This Or  
That](#)



# EDUCATION AND CERTIFICATIONS

- Jasper Certified 2024 | Jasper AI Academy
- Keyword research with Semrush | Semrush Academy Certificate
- Google Analytics Academy for Beginners | Certificate of Completion
- Content Marketing | York University Certificate

# THANK YOU

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