

# Mark Cajigao

mark.cajigao@gmail.com • (917) 671-8988

www.cajigao.com • New York, NY

## Digital Content Director / Content Strategist / Website Consultant

Experienced professional in robust content development and campaign strategy for multiple platforms in paid and earned media. Demonstrated ability to lead diverse teams to launch successful projects yielding positive results and revenue for companies. Skilled in techniques and tools for digital innovation, project management for multiple stakeholders, website performance analytics, and eCommerce optimization. Talented director with a great sense of humor and knack for storytelling and reaching the right audiences.

## Technical Proficiencies & Areas of Expertise

**Platform:** Adobe Experience Manager, Airtable, Kentico, Drupal, Wordpress, Wix, SilverStripe, Microsoft Office, Adobe CC, Final Cut Pro, Tessitura (CRM), PC, Mac, Social Media, Mailchimp, Movable Ink, Hootsuite, Radian6, Google Analytics, CloudTix, Jira, Basecamp, Slack, Asana, Freshdesk, basic HTML

**Areas of Expertise:** UX writing, UX content, digital customer experience, social media marketing, web analytics, SEO/SEOM, web content strategy, content management, website design, site architecture, content audits, streamlining processes, digital content development, eCommerce platforms, producing, script development, creative briefs, directing, editing video, mentoring junior staff

## Career Experience

### Independent Contracts

#### Digital Content Consultant

Institute new and improved user experiences by listening to client needs and targeting appropriate audiences with relevant material. Integrate new tech and coach clients on maintenance and techniques.

McKinsey & Co., New York, NY

January 2022 – April 2023

Led thought leadership content (articles, reports, case studies, and more) from proposal to publication on McKinsey.com, in preparation to be distributed on owned and earned channels.

- Specialized in developing original content in advanced industries (aerospace, semiconductors, electronics), banking, life sciences, and retail.
- Advised on improvements to Global Publishing Group's established editorial production processes

Franklin Templeton (formerly Legg Mason), Stamford, CT

October 2019 – May 2020

Headed the creation and maintenance of two microsites for a recently acquired affiliate and successfully launched under time-sensitive deadlines and within budget.

- Enhanced the UX writing and content design while also adhering to rigorous compliance processes.
- Provided expertise to the digital team to support website development by partnering with multiple major stakeholders.
- Consulted on functionality of the website and edited headlines in order to adhere to company branding.

The Entertainment Professionals Fund, New York, NY

October 2015 – April 2016

Led the transformation and relaunch of the company's website by collaborating with the communications team, executives, and third-party designers to improve usability.

- Revamped the website by initiating a complete content audit and redesigning to a new mobile-responsive layout on a new CMS (Drupal).

Roundabout Theatre Company (RTC), New York, NY

December 2011 – August 2019

Director of Content

Spearheaded two website redesigns by launching a responsive, mobile-first website in order to improve ticket sales and user retention. Oversaw the UX design for a newly launched theatre-specific loyalty program, *Rewards by Roundabout*. Enhanced social media strategy by focusing on engagement, customization, analysis, and technological advances for digital marketing.

- Developed successful multi-platform marketing plans for original works by new and established playwrights, working with traditional and digital media agencies
- Over the course of 7 years, increased online revenue by \$10M and engagement by 40%.
- Conceptualized and produced digital marketing campaigns by directing original video content to support RTC shows and events and utilizing social media to transform this into shareable content.
- Emphasized the importance of data analytics by building the company's first system for reporting and making recommendations based on online performance data.
- Analyzed content and design changes by creating Google Analytics reports to measure existing traffic click-through and conversion patterns to increase ticket sales.
- Recommended strategies for improvement by regularly communicating with stakeholders and providing valuable analysis in interdepartmental content meetings.
- Ensured consistency and adherence across the company by developing a content style guide for all media.

Scholastic, Inc., New York, NY

July 2008 – June 2011

Managing & Web Editor

Managed all content for company's websites and produced weekly e-newsletters to appropriately cater to target audience and readers. Launched website redesign to enhance style, content, and functionality. Ensured content followed best SEO practices and budgets were maintained for magazines and custom media projects.

- Effectively led the editorial and design teams for two award-winning magazines, *Scholastic Administrator* and *Scholastic Instructor* by creating a robust and productive team culture.
- Initiated use of website analytics to assess content and aid sales team in targeting revenue and increasing traffic.
- Streamlined content creation processes and steered company to digital-first philosophy.

Cottages & Gardens Publications, New York, NY

February 2005 – June 2008

Managing & Web Editor

Led a small, dynamic staff to successfully produce more than 30 issues per year of various magazines. Managed all editorial operations, proofread all content, and supervised magazines' websites. Developed and maintained company style guide in order to ensure consistency across all different areas

Taint Magazine, New York, NY

September 2001 – September 2004

Editor in Chief

Developed original CMS from scratch and founded monthly online pop-culture/literary magazine. Solicited material for publication and wrote original pieces to attract readers regarding hot topics. Set and maintained a publication schedule to post new content every month.

## Additional Experience

Art + Auction Magazine, New York, NY

Managing Editor

Facilitated massive redesign of the magazine into a luxurious, art-heavy tabloid to gain new readers and release increased content. Guided magazine through two acquisitions and launched its first website, a breakthrough in an ever-evolving time. Managed 12-person editorial team on 12 issues per year by effectively operating and setting budgets.

Worth Publishers – Psychology Division, New York, NY

Project Director

Interviewed leading thinkers and top professors of Psychology to develop supplemental multimedia material for introductory and specialized Psychology textbooks. Managed operation and publication processes start to finish.

## Education

Master of Fine Arts  
New School University  
New York, NY

Bachelor of Arts in English,  
Theatre, & Speech  
Wagner College  
Staten Island, NY

## Certifications

Digital Marketing Certificate  
Cornell University  
Ithaca, NY

## Affiliations

Featured Panelist  
Social Media Content  
for Theatre, CTI Marketing  
NYC 2018

Founding Member  
New School University  
Young Patrons Society

Founding Board of Directors,  
Member  
New School University  
Alumni Association

Director  
River's Edge Theatre Company  
Hastings-on-Hudson, NY