

## Tiye Bottone

Content Strategy Consultant | SEO, Lifecycle, & Conversion

[tiyebottone@gmail.com](mailto:tiyebottone@gmail.com) • (718) 249-6288

[linkedin.com/in/tiyemassey](https://www.linkedin.com/in/tiyemassey)

New York

Content strategist and growth consultant with 10+ years of experience driving revenue through SEO, lifecycle marketing, and conversion strategy. Proven track record building content ecosystems and customer journeys that increase acquisition, improve conversion rates, and drive retention across DTC and service-based businesses. Combines creative direction with data-driven execution across content, paid media, email, and on-site experience.

### Areas of Expertise

|                                |                                                           |                                                             |
|--------------------------------|-----------------------------------------------------------|-------------------------------------------------------------|
| ◆ Content Strategy             | ◆ Paid Media Strategy                                     | ◆ Go-to-Market Strategy                                     |
| ◆ Search Engine Optimization   | ◆ Social Media Growth                                     | ◆ Customer Journey Mapping                                  |
| ◆ Conversion Rate Optimization | ◆ Budget Management                                       | ◆ Brand Strategy                                            |
| ◆ A/B Testing Frameworks       | ◆ Email Marketing (Klaviyo, Mailchimp, Iterable, Hubspot) | ◆ Creative Team Leadership                                  |
| ◆ GA4 & Google Tag Manager     | ◆ SMS Automation                                          | ◆ Project Management (Basecamp, Asana, Trello, Jira, Wrike) |

### Consulting Experience

#### Freelance

2018-Present

#### ***Content & Marketing Strategy Consultant***

Partner with growth-stage and established brands across CPG, health, wellness, and services to drive revenue through content, SEO, and lifecycle strategy.

- Built and scaled SEO-driven content programs rooted in search intent, technical foundations, and AI-influenced discovery
- Developed lifecycle marketing systems across Iterable, HubSpot, and Klaviyo, including flows, segmentation, and testing frameworks
- Led A/B testing roadmaps to improve conversion rates, AOV, and revenue per visitor across landing pages and funnels
- Aligned paid media creative and landing page strategy across Meta, TikTok, YouTube, and affiliate channels to improve performance efficiency
- Advised on GA4, GTM, and privacy-compliant tracking architecture to ensure accurate performance measurement
- Partnered with founders and marketing leaders to identify growth constraints and implement testing and optimization roadmaps

### Select Experience

#### Bulletproof 360

2023-2025

#### ***Manager of SEO & E-Commerce Content Strategy***

- Led SEO and content strategy across WordPress and Shopify, optimizing blog, recipe, and YouTube content for organic growth
- Owned A/B testing roadmap for e-commerce, improving conversion across landing pages and marketing channels
- Directed paid media creative strategy, including ad scripting, production, and performance optimization
- Managed DTC acquisitions and collaborated across marketing, product, and creative teams

## Compass Coffee

2022

### *Director of Digital Growth*

- Led CRO and growth strategy across Shopify Plus, improving conversion rates and customer acquisition
- Increased onboarding quiz engagement by 1300% and significantly improved first-time purchaser conversion
- Built and launched new marketing campaigns across email, paid media, and social

## Pangaea Holdings - Lumin Skincare & Meridian Grooming

2021 – 2022

### *Director of Content Strategy*

- Developed global content and SEO strategy across DTC brands, increasing engagement and product adoption
- Built editorial systems and YouTube strategy to scale organic growth
- Led global copy team and localization across 10+ markets

## Pursoma

2019 – 2020

### *Head of Marketing*

- Led omni-channel growth strategy across paid, email, SMS, and organic
- Increased revenue 1400% and DTC sales 400% within first 6 months
- Maintained \$3+ ROAS across paid media channels

## Additional Experience

Director of Digital Growth and Brand Strategy | Physique 57

Director of Content | EHE

Director of Content | Clean Program

Social Media Manager | Organic Avenue

Writer | Say Media

Videographer | Freelance

## Education

Bachelor of Science in Liberal Arts (The New School)

Film Studies (Columbia University, Paris)

## Professional Training

Health Coach Certification (AADP - Institute for Integrative Nutrition)

Personal Trainer (NASM)