

Rex Perry

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Qualification

Marketing strategist and content creator with extensive experience creating data-driven campaigns that elevate brand visibility, drive lead generation, and deliver exceptional customer value. Specializing in digital marketing, SEO, visuals, and content creation, I excel in using analytics to understand target audiences and deliver engaging content.

Experience

Content Specialist

Envision Healthcare | 2023-Present

- Writer, editor and strategist on an Agile sprint marketing team supporting sales, recruiting and clinical care teams with print and digital content.
- Collaborated with subject matter experts to write and edit for email campaigns, social media, long-form stories, tradeshow assets and advertising.
- Enhanced website SEO through clear and compelling content optimized with Google Analytics, SEMrush, Search Console and Looker Studio.

Digital Marketing Specialist and Web Editor

Compassus | 2017-2023

- Project managed the launch of a new content management system, including design, HTML, and CSS development in collaboration with the IT department and an agency partner.
- Authored a deep lineup of search-optimized content to elevate brand authority and drive lead generation. Content creation included professional-level photography and video.
- Co-managed a \$400k paid Google Ads campaign with an agency vendor, including Integrating campaigns in Salesforce to measure ROI.
- Managed text and visual content using Brandfolder digital asset management system and HubSpot.

Writer, Producer and Web Specialist

Vanderbilt University Medical Center Strategic Marketing | 2010-2017

- Developed website content, strategy, and SEO for the Monroe Carell Jr. Children's Hospital at Vanderbilt.
- Simplified complex medical information into consumer-friendly content.
- Served as a writer and photographer for My Vanderbilt Health, a blog providing fact-based wellness information.
- Partnered with physician leaders to redesign and manage the Department of Pediatrics' public-facing WordPress site and *Hope Magazine* website.

Writer, Photographer and Building Editor

Cottage Living and *Southern Living Magazine* | 2000-2010

- Led all editorial aspects of the *Cottage Living* website, including managing a digital coordinator, freelance artists and internship program.
- Authored and photographed articles about the South's best communities, design and architecture.
- Directed the construction of a cottage for a family displaced by Hurricane Katrina, training more than 200 volunteers during construction. The project earned the Time Inc. Henry Luce Award for editorial excellence.

Education

Bachelor of Arts, Journalism/Photojournalism

Western Kentucky University

Certifications

- Google Ads Search
- Google Ads Measurement