

# Victor Grenke

Content Writer

## Profile

Strategic content writer with 8 years of experience, expertly crafting compelling narratives and driving engagement. Strong leader skilled in developing content strategies that align with business goals, enhance brand presence, and boost audience connection across various platforms.

## Employment History

### Senior Content Writer at HubSpot, DE

Mar 2025 - Present

- Spearheaded a cross-functional team of 8 to revamp the content strategy, boosting organic traffic by 37% within six months.
- Developed and implemented SEO-driven editorial guidelines that increased keyword rankings by 45%, enhancing brand visibility in competitive markets.
- Mentored and led a team of junior writers, resulting in a 30% improvement in content delivery efficiency and quality consistency.
- Collaborated with marketing leadership to align content initiatives with company goals, contributing to a 22% rise in lead generation through targeted campaigns.

### Content Writer at Grammarly, DE

Aug 2021 - Feb 2025

- Spearheaded a cross-functional team of writers and editors to develop a content strategy that increased user engagement by 27% over six months.
- Orchestrated the creation of an AI-driven writing guide, enhancing user satisfaction scores by 15% and reducing customer support queries related to writing clarity.
- Led the initiative to revamp the company's tone guidelines, resulting in a 22% rise in positive feedback on brand voice consistency across digital platforms.
- Directed a campaign integrating SEO best practices into content production, boosting organic traffic by 34% within four months.

### Junior Content Writer at Contently, DE

Jul 2017 - Jul 2021

- Spearheaded a team of 5 writers to produce over 200 high-quality articles per month, increasing website traffic by 37% within six months.
- Developed and implemented content strategies that aligned with organizational goals, resulting in a 22% boost in reader engagement across digital platforms.
- Analyzed industry trends to inform content creation, contributing to a 15% rise in audience retention rates through targeted storytelling techniques.
- Collaborated with cross-functional teams to streamline project workflows, enhancing overall efficiency and reducing content turnaround time by 18%.

## Details

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(550) 354-4681

Smyrna, DE

## Links

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

## Skills

SEO Strategy

Content Audit

Data Analytics

Brand Voice

Content Calendar

Audience Insights

Cross-Channel

Content Governance

## Languages

English

Italian

## Hobbies

Photography

Gardening

Cooking