MindBody Talent

I had the pleasure of working with Rich, Robin, and the rest of the MBT to help grow their online presence on LinkedIn and Instagram. As the Content Marketing Manager, my responsibilities included:

* Creating a content calendar with regular topics that raise awareness about the functional medicine physician sub-industry, showcase new and existing partnerships, and promote available job openings.
* Write and edit promotional and educational copy for LinkedIn and Instagram, in conjunction with graphics created by the graphic designer.
* Monitor and report monthly analytics to look for areas for improvement.

Below are the results of our partnership over a three-month period:



