

CANDACE BARNETTE

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PROFESSIONAL SUMMARY

Content marketing professional with 12+ years of experience creating high-impact content across B2B SaaS and broadcast media. Proven track record building content programs from the ground up, growing blog and newsletter audiences at scale, and driving measurable engagement across multi-brand portfolios. Skilled at integrating AI tools into production workflows, leading editorial teams, and translating complex topics into compelling stories for diverse audiences.

CORE COMPETENCIES

- Content Strategy
- Blog Writing & SEO
- Email & Newsletter Marketing
- Case Studies & Customer Stories
- Webinar Production
- Editorial Management
- Team Leadership
- Multi-Brand Content
- AI-Assisted Workflows
- AP Style
- Adobe Creative Suite | Figma
- Google Workspace | HubSpot
- ClickUp | Airtable | Sequel.io
- Claude | ChatGPT | Gemini
- Cross-functional Collaboration

WORK EXPERIENCE

Content Marketing Manager | Auctane | Austin, TX

Jun 2025 – Present

- Produced 100+ pieces of content across six brands (ShipStation, ShipStation API, Stamps.com, Metapack, GlobalPost and Packlink) in under 12 months.
- Built a customer story program from the ground up, publishing 45 stories across four brands—including written case studies and video productions—growing monthly story views 32x and sustaining a pace of one story per week for ShipStation.
- Grew Stamps.com blog to 54,000+ monthly views (280% increase from Jun 2025) and grew ShipStation blog 151% over the same period through SEO-driven content strategy.
- Managed 10+ monthly newsletter variants across four brands serving US, UK, CA and ANZ audiences; lists reached up to 308,000 recipients with standout sends achieving 18.16% CTR.
- Integrated AI tools into core content workflows, reclaiming ~50 hours of production time per month and enabling higher content volume without added headcount.
- Launched new content formats including the “Ask the Experts” webinar series for Stamps.com and interactive blog quizzes—firsts across the Auctane portfolio.
- Optimized high-traffic blog content for LLM/AI search discoverability.
- Partnered cross-functionally with Customer Success, Product Marketing, SEO, PR and lifecycle teams to align content with pipeline needs across 5+ brands.

Managing Editor of Digital Content | Strategic Partnerships, Inc. | Austin, TX

Feb 2025 – May 2025

- Led a team of writers producing content for Government Market News, a digital publication covering public-private partnerships and government contracts.
- Oversaw end-to-end production of two weekly newsletters—Government Connection Pipeline (11,000+ subscribers) and Texas Government Insider (6,000+ subscribers)—managing content selection, editing and distribution.
- Selected and copy edited 40+ weekly articles on tight deadlines, ensuring audience relevance and editorial consistency; managed editorial calendar for strategic coverage.
- Analyzed website performance metrics to inform content strategy and maximize audience engagement.
- Edited The Government Connection podcast, overseeing both audio production and video content.

Executive Producer of News | Atmosphere | Austin, TX

Jul 2021 – May 2024

Promoted through three roles: Senior Editor → Senior Supervising News Editor → Executive Producer of News

- Led strategic content direction for multiple news channels distributed to 30,000+ venues worldwide, maintaining consistent brand voice across high-volume daily production.
- Managed a team of producers and editors across live channels, overseeing writing, editorial approval and channel growth strategy; led daily editorial meetings.

- Curated and produced daily content under tight deadlines, leveraging content management systems to optimize multi-channel publishing workflows.
- Collaborated cross-functionally with design, product and leadership teams to improve channel formats, expand content offerings and drive audience engagement.

Evening News Anchor, Producer & Reporter | KLAF-TV (NBC) / KADN-TV (FOX) | Lafayette, LA Mar 2019 - Mar 2021

- Anchored four daily live newscasts and owned end-to-end content development: shooting, scripting, editing and publishing news segments.
- Produced newscasts as needed, distilling complex stories across politics, crime and weather into concise, audience-appropriate content.
- Maintained professional source relationships to ensure timely, accurate coverage of breaking regional news.

Evening News Anchor, Producer & Reporter | WTOK-TV | Meridian, MS

Dec 2012 - Mar 2019

Promoted through three roles: Reporter → Weekend Anchor → Evening News Anchor

- Anchored live newscasts and produced 10 p.m. broadcasts under tight daily deadlines, with emphasis on editorial quality, grammar and story flow.
- Reported and anchored live from major breaking news events across Mississippi and Alabama, covering elections, natural disasters and high-profile investigations.
- Created and grew a news-focused social media presence to thousands of followers, developing early expertise in audience development and digital community engagement.
- Mentored junior reporters and producers in writing, editing and storytelling best practices.

EDUCATION

Bachelor of Arts, Communication | *Mississippi State University* 2013

Shackouls Honors College • Student Broadcasting Association • The Reflector

CERTIFICATIONS

Content Marketing Certification | HubSpot Academy | Issued Dec 2025, Exp. Dec 2027