

Sharice Wells

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https://bit.ly/sharice_wells_notion

Growth marketing manager who ships. I've spent ~5 years owning experimentation, funnel performance, and conversion strategy — and the last two building the AI systems I couldn't find off the shelf. I taught myself Python, started making raw API calls, and shipped 10+ production workflows my team actually uses every day: headline generators, data classification pipelines, fuzzy matching tools, browser automations, cloud-hosted scrapers. OpenAI API, Apps Script, Zapier, Airtable, Playwright — whatever gets the job done. I'm looking for a role where building is the job, not a side project I squeeze in after hours.

WORK EXPERIENCE

The Motley Fool

08/2021 - Present

Growth Marketing Manager (internal title: Bureau Growth Strategist) • Remote

- Own growth performance and conversion strategy across 1,200+ monthly digital experiences, driving \$1.2M+ monthly revenue at peak through acquisition optimization, funnel alignment, and conversion-focused experimentation
- Manage a team of 60 contractors with hiring authority; own intake, prioritization, and performance across the full content lifecycle from awareness through activation
- Design and execute hypothesis-driven A/B tests and SEO experiments tied to discoverability, engagement, and conversion; audit site-wide performance using GA4, Tableau, and Ahrefs to identify ranking gaps and translate findings into repeatable growth playbooks
- Built 10+ production AI workflows (OpenAI API, Apps Script, Python, Zapier, Airtable) that automate lead scoring, content distribution, headline generation, and performance reporting — cutting manual workflow time 50% and increasing experiment velocity 20%
- Created automated data pipelines that classify 200+ items per cycle and proactive Slack-based reporting that replaced passive dashboards with decision-ready insights
- Partner with SEO, product, analytics, and growth teams to align digital experiences with lifecycle stages, user intent, and revenue goals

Manager, Content Marketing (internal title: Bureau Chief) • Remote

- Led conversion-focused optimization across organic experiences, running A/B tests on headlines, placements, and user pathways to improve activation and conversion, contributing to \$10M+ in revenue impact in under a year
- Built operational tooling, automated workflows, and internal apps (Bolt) that increased experimentation throughput and reduced campaign setup time 50% across cross-functional teams
- Directed strategy for complex technical topics (AI chips, quantum computing, cybersecurity), translating dense concepts into clear narratives that drove engagement across broad audiences

Content Strategist (internal title: Editor Analyst) • Remote

- Optimized content for SEO and organic growth using keyword research, on-page optimization, and GA4/Ahrefs performance analysis, building the analytical foundation that later evolved into marketing operations and AI-powered automation work
- Promoted to lead content marketer for Healthcare vertical, managing contributors and ensuring content quality, accuracy, and compliance
- Launched evergreen content programs that continue driving sustained organic traffic and conversions

Various

11/2022 - 01/2026

Freelance Editorial Consultant • Remote

- Build automation workflows, editorial infrastructure, and conversion-focused content for B2B clients, including content briefs, brand voice systems, and campaign messaging aligned with growth goals

GSK

01/2021 – 08/2021

Finance Partner – FP&A Specialty Pharma • Full-time

- Directed financial planning for \$315M annual marketing budget supporting 16 teams; built budget models tracking spend vs. forecast and partnered with marketing leaders to optimize resource allocation and campaign ROI

CERTIFICATIONS

Google Digital Marketing & E-Commerce

(via Coursera)

AI Prompting & Data Analysis

Vanderbilt University (via Coursera)

SEO Certification

HubSpot Academy

PROJECTS

AI Headline Optimization Engine

10/2025 – Present

Built an autonomous daily workflow that generates GPT-scored headline variants from market data, deduplicates, archives, and delivers to Slack. Improved headline CTR 5% and increased content output velocity 20%. Separately built a complementary analytics system that analyzed 9,000+ headlines and quantified \$4M+ in attributable content value.

Demo: bit.ly/sharice_wells_notion (Includes project walkthrough video)

Additional Builds

06/2025 – Present

Google Discover data pipeline (Search Console API + Airtable), cloud-hosted browser automation (Python + Playwright + Oracle Cloud), Tableau-to-Slack reporting automation, AI editorial scoring agent, and a JavaScript-based verification copilot. Full portfolio: bit.ly/sharice_wells_notion

Strategic Article Monetization

01/2024 – Present

Collaborated with marketing on pitch strategy and **A/B testing** of article placements. Leveraged **GA4 and Tableau insights** to improve CTR and increase campaign ROI. Focused on converting **top-funnel awareness to lower-funnel action** through data-informed placement and messaging.

SKILLS

Marketing & Growth: A/B Testing & Experimentation, AEO/GEO Strategy, Amplitude (familiar), Braze (beginner), Campaign Strategy, Conversion Rate Optimization, Growth Mindset, Lifecycle Marketing, Organic Growth, SEO Optimization, Traffic & Funnel Analysis

Analytics & Data: Ahrefs, Excel/Google Sheets, GA4, Looker Studio, SQL, Tableau

Automation & AI: Airtable (API + Scripting), API integrations (fetch + webhooks), Bolt, Claude, Cursor, Google Apps Script, HTML/CSS (developing), n8n, OpenAI API, Oracle Cloud, Playwright, Prompt Engineering, Python, Slack Integrations, Zapier

EDUCATION

M.S., Accounting

North Carolina State University

08/2016 – 08/2017

B.S., Accounting

North Carolina State University

08/2012 – 05/2016