

PAGE GROSSMAN

Senior marketing copywriter, content strategist

PROFILE

Marketing writer and content strategist with 10+ years of experience creating high-converting, SEO-driven content, brand messaging, and campaigns for clients ranging from startups to global corporations. Skilled at turning complex topics into reader-first content that drives engagement, strengthens brand voice, and supports a broader content strategy.

CONTACT

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pagegrossman.com

[LinkedIn](#)

EDUCATION

B.A. Journalism,

B.A. Art History

magna cum laude

University of Oklahoma

KEY SKILLS

- SEO optimization
- Interviewing SMEs + stakeholders
- Style guide creation + maintenance
- AI-assisted ideation
- Audience-driven messaging
- Strategic content development
- Independent project ownership

FUN FACTS

- RYT-500 yoga instructor
- PADI-certified scuba diver
- Traveled to 30+ countries
- Cat foster volunteer
- Sourdough starter alive since 2020

PROFESSIONAL EXPERIENCE

Founder | The Curated Page

September 2013 – Present

- Author high-performing SEO articles and marketing content for [Zendesk](#), [NerdWallet](#), [Appen](#), and [LegalZoom](#), reaching thousands of monthly readers.
- Partner with founders and C-level leaders to shape thought leadership and external content strategies published in Forbes and Newsweek to reach a global business audience.
- Translate brand positioning into clear, audience-focused messaging, including website copy, video scripts, and brand guidelines.
- Edit and refine digital content for clarity, brand voice consistency, and AP Style accuracy.
- Additional clients include: [Incfile](#), [Nation's Vacation](#) (Aramark), [Openfit](#), and Southwest: The Magazine, [Whataburger](#).

Lead Advocate | SAFE

June 2018 – Present

- Provide trauma-informed advocacy and resource navigation for survivors of sexual assault seeking safety and support.
- Support survivors during law enforcement interviews and medical encounters, helping them navigate complex and emotionally difficult processes.
- Supervise and mentor 3–6 PRN advocates during monthly shifts.

Email Newsletter Writer | do5ive

January 2021 – January 2025

- Wrote and distributed weekly email newsletter for 3K readers, maintaining consistent brand voice and curated content.
- Fostered an engaged reader community with 60%+ average open rates and regular subscriber replies.

Fantasy Romance Author | Mantichora Ink

January 2022 – Present

- Co-wrote and self-published eight fantasy romance novels, managing the full publishing process from drafting to editing to launch.
- Generated 140K+ Kindle Unlimited page reads and 420+ book sales.
- Designed promotional graphics in Canva, managed Amazon Ads campaigns, and built reader engagement through Instagram and custom email newsletter.