

Hey BackerKit,

I'm excited to show you some of the projects I've worked on to help startups and a venture studio grow. If you have any questions, I'd love to chat more: brungarde0304@gmail.com

Emily Brungard

I love the beginning.

(And the middle and the end, but *especially* the beginning.)

Emily Brungard

About Emily

Hello! I'm Emily Brungard, a startup marketer who loves the excitement of building from scratch and collaborating with a great team. I'm a content and brand marketer at heart, but I've dabbled in (almost) everything there is to try in marketing as a founding marketing team member. I'm also a cook, traveler, and dog mom.

Expertise

Content Creation
Brand Marketing
Product Marketing
Growth
Virtual Events
Storytelling

Contact

317-459-7339

brungarde0304@gmail.com

Indianapolis

My Work

This isn't everything I've done,
but it's a start.

- Content Creation (SEO, blog, website, social, email)
- Growth (experimentation, paid search, landing pages, launches)
- Product Marketing (team collaboration, launch orchestration, cross-platform promotion)
- Influencer & Partner Collaborations
- Agency & Freelancer Management

Keep scrolling for a few examples of my work.

Product Marketing

Castiron

As the first marketer at Castiron, I did a little bit of everything, including product marketing for our initial public launch, feature launches, and more. I wrote copy, built landing pages, helped improve our onboarding funnel, and coordinated with our product and engineering teams to launch new features.

From overwhelmed and stuck to stress-free.

Castiron is the only tool built just for bakers. We've talked with thousands of you to understand what's taking up your time, causing stress, and draining your energy.

Custom cookie bakers love Castiron because we simplify your entire sales process. From the moment your customer lands on your website, they're able to find the information they need, request or purchase cookies, and get in touch if they have questions.

Do what you love. With Castiron, you'll have more time to focus on perfecting your craft, growing your business, or spending time with family.

Join Castiron today

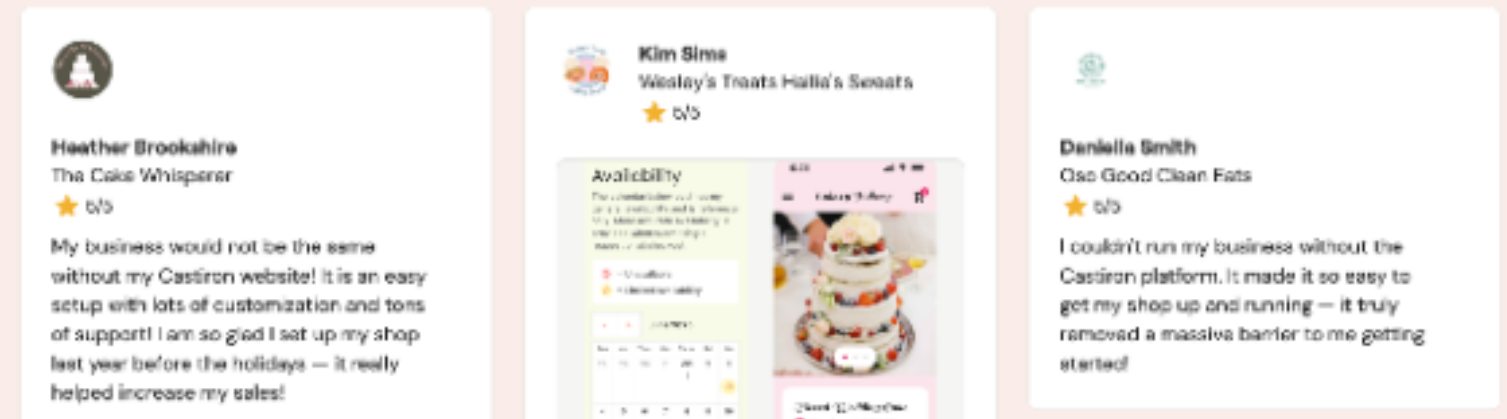


Jessica Brady
Mulle Hive

★★★★★

As soon as you log in, you can tell that Castiron is built to help people who sell food. They made creating an online store so easy that I built my entire shop, launched my business and made my first few sales in less than 24 hours. It was a piece of cake (pun intended).

Loved by our community



Heather Brookshire
The Cake Whisperer
★ 5/5

My business would not be the same without my Castiron website! It is an easy setup with lots of customization and tons of support! I am so glad I set up my shop last year before the holidays — it really helped increase my sales!



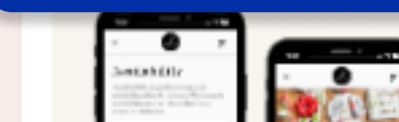
Kim Sims
Wesley's Treats Hallie's Sweets
★ 5/5



Daniella Smith
Oso Good Clean Fats
★ 5/5

I couldn't run my business without the Castiron platform. It made it so easy to get my shop up and running — it truly removed a massive barrier to me getting started!

Castiron Homepage Redesign Copy, Positioning, Design
[View the full page here](#)



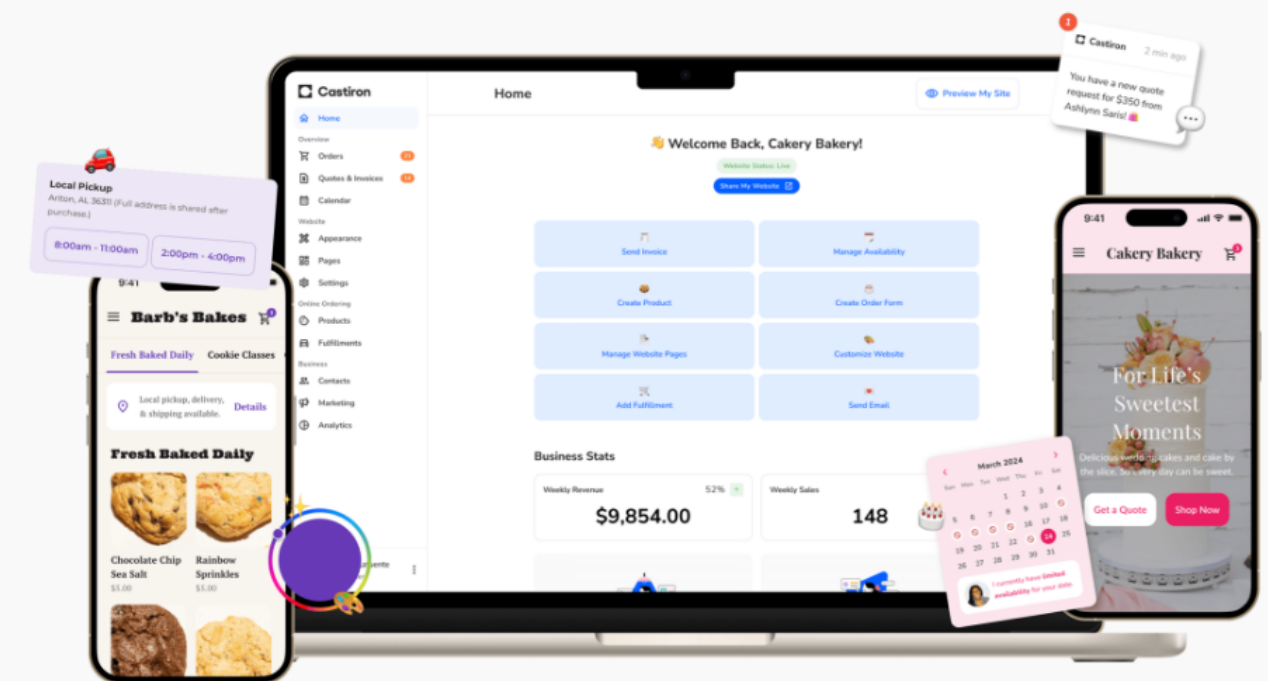
I realized that the barrier of having to DM or text me to order was holding a lot of potential customers back.

The only tool you need to run a successful food business

Save time and grow your business on your terms with Castiron's custom website builder.

Try Castiron Free for 14 Days

Join a Live Demo



Product Marketing

Castiron

This page was one of the landing pages used in our paid search ads and as a landing page for more general product promotion. We saw an average 90% visitor-to-free trial conversion on this page from our search ads.

Everything you need to grow



Website Builder

Create a beautiful website



Order Forms

Use our templates or create



Online Store

Wow your customers with



Order Calendar

Set your availability status

Castiron Product Page Copy, Positioning, Design
[View the full page here](#)

Product Marketing

Castiron

I created a series of landing pages customized to specific customer profiles for use in our organic search, social, and paid search campaigns. We saw a 20% lift in free trial conversions when we used these landing pages in our ads as opposed to vague messaging.

Castiron for Custom Cookies

Focus on the cookies. We've got the rest.

Castiron is the all-in-one food business management solution for custom cookie bakers and decorators to effortlessly manage and grow their business.

Start Your Free Trial

Trusted by Cookie Business Owners Across the U.S.



Amanda McMonigle
The Whimsical Cookie



Laura Luk
Butterfly Bakes ATL



Leah Livingston
Yaya's Sweet Treats



Mariah Johnstone
Edible Art By Mariah

Everything you need to run your cookie business.

Streamline Your Operations

Customer Page Copy, Positioning, Customer Conversations, Design | [View the full page here](#)

Custom Cookie Order

Easy Order Management

Meet the Top 40 Food Entrepreneurs of 2022

The Top 40 Food Entrepreneurs of 2022



SUBSCRIBE FOR MORE

Tips to grow your food business, delivered to your inbox every week.

Email*

Submit

October 25, 2022

Food is the universal connector. Everyone eats, and everyone has a connection to food — a story about making cookies at your grandmother’s house as a child, a memory of sharing a special meal with a friend, celebrations of life accompanied by delicious bites.

We all want to serve great food to the people we love. Some people go beyond their inner circle, sharing food that they pour their hearts into with their communities, as businesses.

Food Entrepreneur Awards Campaign Planning, Copy, Creative, Event Planning, Outbound Outreach

They wouldn’t have the passion and love of the creator in them.

They just wouldn’t taste as good.

Content Marketing

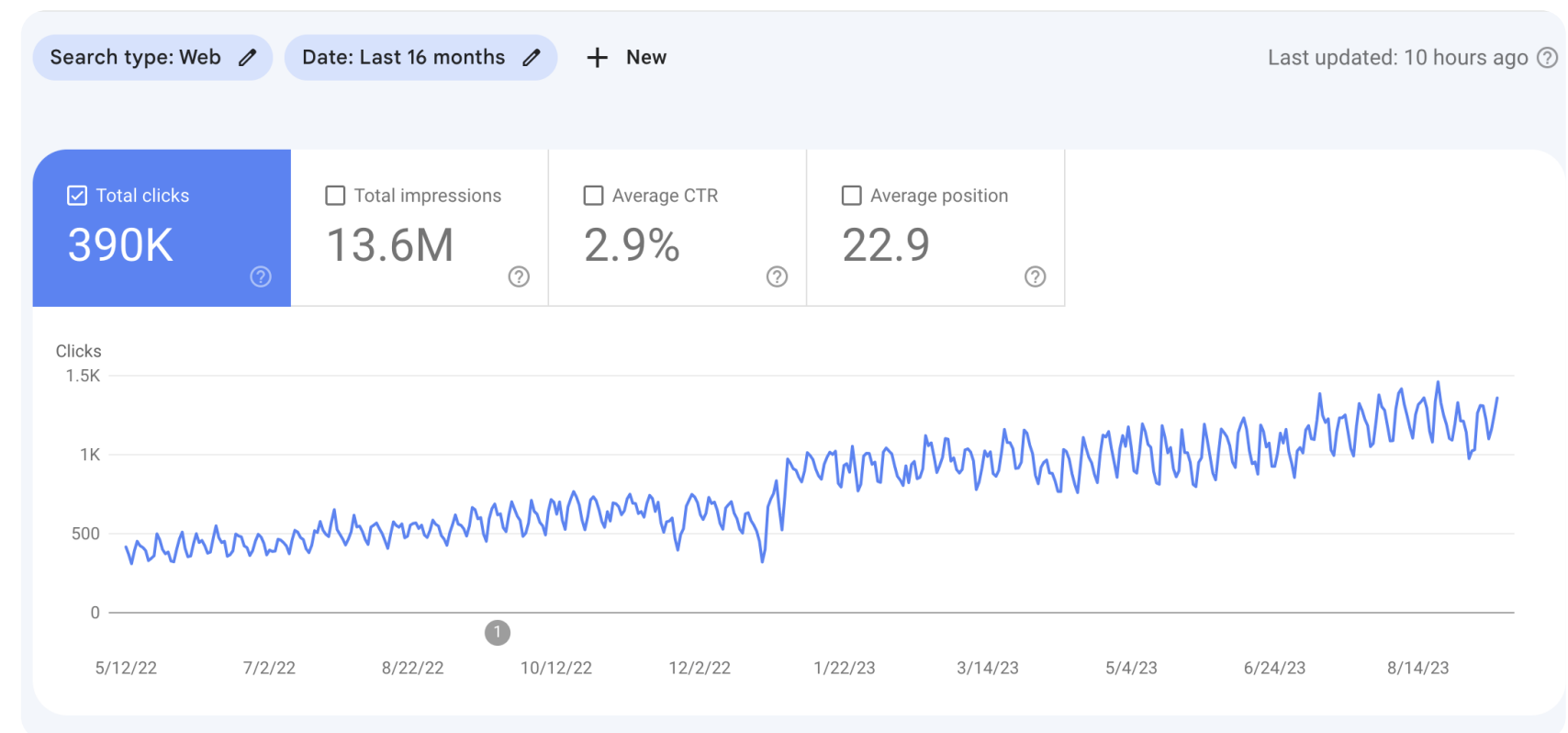
Castiron

My goal was to recognize existing Castiron users and get in front of new potential customers. I targeted business owners who fit our ICP and used this as a way to get their attention. This campaign was executed via social, email, our blog, and at an event. 40% of the award winners who were not existing Castiron users signed up for a free trial.

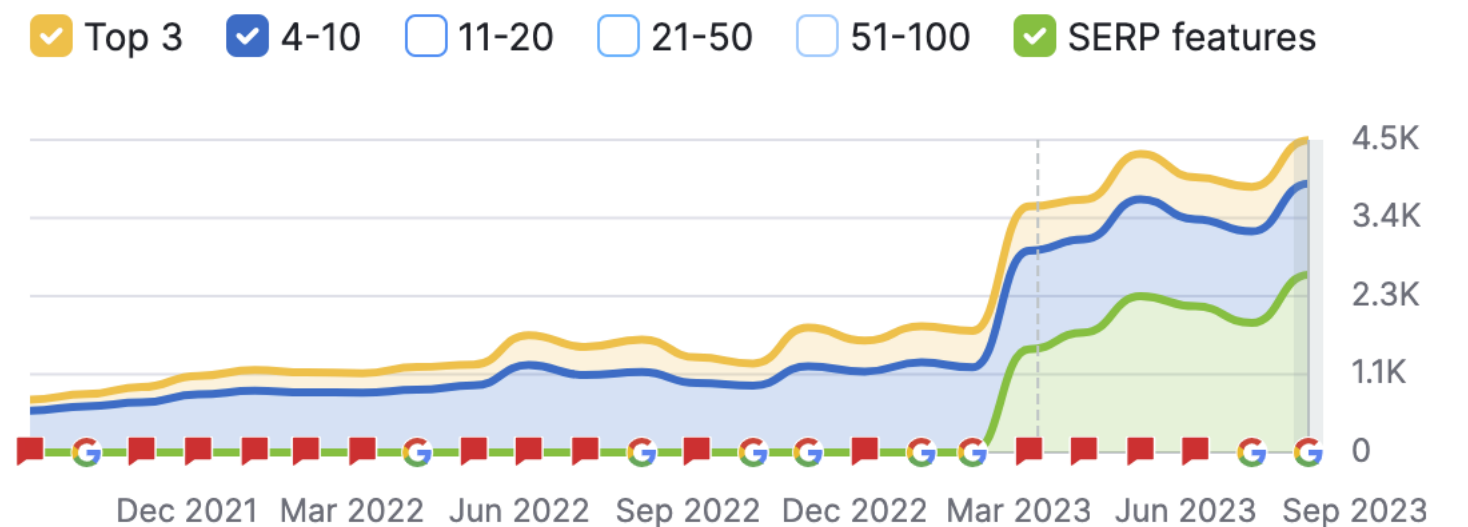
SEO

Castiron

One of the first projects I embarked on at Castiron was implementing an SEO strategy. I knew that it would take time, but I also recognized that our audience was turning to Google when they had questions about their business. I set off with an aggressive publishing schedule, posting as many as 50 pieces of content per month, and saw organic traffic double YoY. Organic search was the No. 1 driver of leads, trials, and paying subscribers at Castiron.



Organic Keywords 15,586



Castiron SEO Strategic Planning, Research, Copywriting, Freelancer Management, Design, CRO

SEO

High Alpha

At High Alpha, I managed a variety of brand marketing efforts, including our blog, portfolio events, email marketing, and more. One of the most impactful projects I worked on was implementing an SEO strategy. We measured success by email list growth and traffic growth, and saw both as a result of my work. We ranked in the top 1-3 spots for core keywords, such as venture studio, which helped build High Alpha's brand as a leading studio.

Organic Keywords Ranking



High Alpha SEO Strategic Planning, Research, Copywriting, Freelancer Management, Design Collaboration, CRO

I've helped launch 12 B2B SaaS companies, *including*

The
Juice

 **CASTED**

 **DOCKET**

Pillar

 **TRAVA**

 **High Alpha
Innovation**

 **Shaker**

 **Filo**

 **Canopy**

 **B A S E**

 **Castiron**


Demandwell

[LinkedIn](#)

Emily Brungard

[Email](#)

Thanks!