
OBJECTIVE

Apply my skills in content strategy to generate demand for a global technology company.

SKILL SET

- Skilled content strategist and promotional copywriter for Fortune 500 companies and startups.
 - Advanced skills in strategy and aligning messaging with business goals. Plans what to say to trigger response.
 - Advanced ability to grow a global audience and get readers to respond to emails.
 - Global reach to 10 million Tech readers via social media.
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EXPERIENCE AT THESE COMPANIES

- **Publicly traded:** Cisco, Google, PayPal, TMP Worldwide, TUV Rheinland, Violin Memory, VMware.
 - **Start-ups:** CybelAngel, Datas IO, IntelliMagic, OneIQ, Tegile Systems.
 - **Industries:** Advertising, Cybersecurity, Data Storage, IT Services, Networking, Payments, Software.
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ACCOMPLISHMENTS

- Quadrupled annual revenue in 3 years, as National Marketing Director targeting Fortune 500 companies.
 - Tripled annual revenue in 2 years, as Ad Manager of Staffing Agency targeting Silicon Valley companies.
 - Doubled annual revenue in 18 months, as Branch Manager of Ad Agency targeting Silicon Valley companies.
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EDUCATION

Stanford University: Master of Arts. Focus on the intersection of Technology, Philosophy and Literature.

UCLA: Bachelor of Arts in English. Focus on professional writing and editing.

TOOLKIT

Analytics: KickFire, Google Analytics, Leadlander, and Bitly, plus analytics for LinkedIn, Facebook and X
Comms: Slack, Microsoft 365, Google Workspace
Email platforms: MailChimp and StrongMail; internal email systems at Google, Cisco, PayPal
Project management: Monday, Trello, AirTable, Notion
Social media platforms: HootSuite, Co-Schedule, eClincher

WORK EXPERIENCE

SENIOR CONTENT STRATEGIST: June 2022 through present; Capitola and Watsonville, CA.

Field Theory (Radiowave testing for mobile devices), **Orcus** (Cybersec), **iCrypto** (Identity Access), and agencies.

- Creates message plans for email, blogposts and social media that generate demand for technical products.
- Identifies targeted audience, plans and writes messages, and reports on results.
- Writes emails, website text, case studies, product descriptions, webinar descriptions, and social messages.
- Ghostwriter for executives; manages social profiles for executives and companies.

CONTENT STRATEGIST FOR SOCIAL MEDIA

[CybelAngel](#) (Cybersecurity MSSP for Endpoint Security)

May 2020 – May 2022; Paris, France (worked remotely)

- Wrote case studies, blogposts and landing pages. Managed Social Media program; created editorial calendar.
- Drove 10% to 40% of all website visits via social media. Tripled LinkedIn followers. Wrote SEO-optimized blogposts.

WORK EXPERIENCE (cont'd)

CONTENT STRATEGIST

[TUV Rheinland OpenSky](#) (Cybersecurity MSSP and IT Services for USA; HQ in Germany)

April 2018 – September 2019; Sunnyvale, California

- Managed Marketing team to generate demand for IT services in Cloud Enablement and Cybersecurity.
- Managed Marketing content. Planned message strategy. Wrote emails, blogposts, and website content.

CONTENT STRATEGIST (generates demand for products in Computer Networking and Cloud Security)

June 2017 – May 2018; Sunnyvale, California (contract)

- [Cisco](#) (Jan – Feb 2018): Social media marketing for Cloud Computing group.
- [Cisco](#) (March – August 2011): Managed and wrote newsletters for Technical Services sent to all Cisco employees.
- **Datos IO** (summer 2017), sold to [Rubrik](#): Created Social Media Plan and managed Marketing Intern Program.

CONTENT STRATEGIST

Tegile Systems (Data Storage Software/Hardware); sold to [Western Digital](#)

January 2015 – May 2017; Newark, California

- High-volume copywriter. Managed company blog and newsletter to clients. Ghostwriter for executives.
- Managed company blog and newsletter to clients. Managed Intern Program for Marketing and Engineering.
- Managed 7 social profiles for the company and executives.
- Created Editorial Calendar. Managed paid ad campaigns on LinkedIn, Twitter and FB.

CONTENT STRATEGIST

Violin Memory (Data Storage Software/Hardware)

June 2014 – December 2014; Santa Clara, California

- Created Editorial Calendar. Lead copywriter to promote storage hardware to North America. Trained employees.
- Collaborated with Product Managers and Solution Architects to create blogs, messages, event pages and collateral.

MARKETING MANAGER

[VMware](#) (Virtualization Software and Cloud Services)

July – December 2013; Palo Alto, California (contract)

- Managed website content for product launches, resold products and divestitures. Launched Twitter for vSAN group.
- Supported vSAN (virtual storage area network), vFabric (to manage applications at scale) and Pivotal Cloud Foundry (multi-cloud, open-source service).

MARKETING MANAGER

[PayPal](#) (Payment Software)

March – June 2013; San Jose, California (short contract to test mobile campaigns)

- Worked with senior staff, vendors and operations to create mobile campaigns with national retailers.
- Managed review cycle for mobile campaigns at PayPal. Overcame obstacles to gain approval from Website Development, Brand, Legal, Marketing Operations, and Customer Service. Launched successful campaigns.

EMAIL MARKETING MANAGER

[Google](#) (Search Advertising Platform)

September 2012 – January 2013; Mountain View, California. Employee of Marketing agency on site at Google.

- Traffic Manager for global email campaigns for AdWords. Managed timelines, review, scheduling, and reporting.
- Kept over 30 email campaigns on schedule every month, plus monthly translation to 14+ languages.
- Sent over 150 complex campaigns on time, with zero errors.