

Passionate high-tech marketing professional with proven abilities in content marketing, marketing communications, demand generation, thought leadership, product marketing, event planning, and social media.

## SELECT ACCOMPLISHMENTS

- **Experienced content creator:** Highly skilled at creating marketing material and collateral (white papers, product briefs, solution briefs, press releases, infographics, etc.) for both technical and enterprise audiences.
- **Successful lead generator:** Experienced at designing and integrating horizontal and vertical marketing campaigns across channels (email, web, social media, paid search, collateral). Effective at generating and converting leads into sales opportunities by engaging prospects with high-quality content across the buyer journey.
- **Versatile blogger:** Managed corporate blogs and owned editorial calendars, providing thought leadership on big data, analytics and technology in industries, such as finance, cybersecurity, healthcare, retail, and oil and gas. Personal literary blog ([bookclubbabe.net](http://bookclubbabe.net)) has gained tens of thousands of views from 150+ countries since its inception in July 2011.

**SKILLS** Wordpress ♦ Pardot ♦ Marketo ♦ Eloqua ♦ Google Analytics ♦ Google AdWords ♦ Hootsuite ♦ JIRA/Confluence

## EXPERIENCE

**Content Marketing Manager, Ripple** San Francisco, Ca 2016

- Responsible for Ripple's content roadmap and strategy, creating content for its website, blog, and social media platforms to drive engagement with clients at each stage in the buying journey.
- Led website redesign, updating pages with new messaging, use cases, and collateral, leading to successful funneling of target audiences. Expanded portal for company's digital asset XRP and launched its newsletter, resulting in 500+ organic subscribers in 2.5 months and an avg. of 40-50% open rate and 10-15% unique CTR.
- Launched paid search campaigns with Google AdWords, resulting in over 70 conversions in three months.

**Senior Marketing Manager, Objectivity** San Jose, Ca 2015 – 2016

- Led small marketing team with responsibilities spanning management of public and analyst relations, messaging and positioning, sales enablement, email campaigns, event planning, and other lead generation activities.
- Designed content matrix and managed all collateral (solution briefs, data sheets, infographics, white papers). Worked with contractors, technical partners, PR agencies, analyst firms, and other third-parties on various content.
- Led website redesign to reflect new corporate branding and promote launch of ThingSpan. Increased productivity on blog 150% by improving posting schedule from a monthly to a weekly basis.

**Product Marketing Manager, Splice Machine** San Francisco, Ca 2014 – 2015

- Created collateral (data sheets, white papers, case studies) and managed marketing support for all technical partners.
- Collaborated with third-party marketing/PR agencies on sponsored content.
- Produced email templates, phone scripts, battlecards, and other sales materials.
- Managed FAQ of prospect questions and corporate responses.

**Product Marketing Manager, YarcData, a Cray Company** Pleasanton, Ca 2012 – 2014

- Supported launch of the Urika graph analytics appliance, creating emails, product/solution briefs, infographics, and e-book.
- Leveraged content for multi-touch Eloqua campaigns on data discovery for financial services, life sciences, and customer analytics. Achieved Eloqua Product Master and RPM Master statuses in spring 2013.
- Managed YarcData's first customer testimonial on-site video throughout the entire creative process.
- Coordinated branding, advertising, registration, show guides, giveaways, catering, and collateral for approx. 30 industry tradeshows, technical training seminars, and sales dinners.

## EDUCATION

**UC Berkeley Extension**, Introduction to High-Tech Product Marketing May-June 2014

**California State University, Fresno** (Graduated with Distinction) May 2012

- M.A., Mass Communication and Journalism, GPA: 3.9

**University of California, Santa Cruz** (Graduated Summa Cum Laude) June 2010

- B.A., Literature - Pre and Early Modern Studies, GPA: 3.9