

NIKITAS MAGEL

nikitas@magel.us

www.magel.us

SENIOR CONTENT MARKETING MANAGER

Marketing aims to bridge the gap between a customer's problem and a provider's solution. Much of that, I believe, is accomplished through effective communication—and empathy. To that end, I develop strategies to resonate with potential customers, spark their engagement, and imbue them with the belief that the solution they seek is close at hand. My experience includes:

- Strategizing and executing complex content projects to position organizations and executives as industry thought leaders and help measurably increase sales pipeline
 - Crafting content targeted to specific personas, funnel stages, and industries, collaborating with Product Marketing, Growth Marketing, and Business Development teams
 - Developing campaigns and content strategy to align with product positioning and drive leads
 - Writing clear, compelling customer-facing copy for both long-form and short-form content
 - Setting standards and defining processes for content creation by cross-functional teams
 - Measuring content performance and ROI by analyzing data on traffic, engagement, and leads
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— PROFESSIONAL EXPERIENCE —

DATAWALK (data analytics software) • March 2023 to present

Senior Content Marketing Manager

Developing content strategy and assets at all levels of the marketing funnel: from top-of-funnel pieces promoting thought leadership and brand awareness, to bottom-of-funnel product marketing pieces articulating market positioning and product messaging • Creating *internal* content for sales enablement and training: sales FAQs, sales decks & guides, demo scripts, competitive battle cards, and core product messaging frameworks • Crafting *external* content to highlight platform's value proposition and competitive differentiation: whitepapers, product web pages, PDF collateral, pitch decks, email copy, social media posts, customer newsletters, blog posts, in-app messages • Differentiating content strategy to target key industry verticals: banking, government, intelligence, and law enforcement • Developing specialized technical content assets for IT and developer audiences

Key accomplishments:

- ✓ Spearheaded end-to-end website relaunch, revamping all product web pages & resource library, resulting in dramatic improvement in information architecture and 23% increase in website traffic
- ✓ Developed, administered, and reported results on a 200-question exam of sales team's product and technology knowledge, establishing benchmarks & significantly improving sales enablement

URBANFOOTPRINT (location intelligence software) • March 2020 to March 2023

Senior Content Marketing Manager, Government & Energy Verticals

Developed a content marketing strategy to enhance brand awareness, drive thought leadership, and improve inbound lead performance • Crafted core messaging framework documentation highlighting the company platform's value proposition and market differentiation for two industry verticals • Created internal sales enablement content: sales guides, demo scripts and competitive battle cards • Developed external product marketing content: product & solution web pages, sell sheets, pitch decks, case studies, white papers • Strategized marketing campaign content, in-app messaging, and customer communications on full product launches and new feature releases

Key accomplishments:

- ✓ Led three corporate website refreshes to improve the alignment of content with product strategy, resulting in significantly improved preparation for scrutiny by prospective series B investors
- ✓ Developed comprehensive content strategy for two vertical product lines, dramatically streamlining outbound product communication for GTM teams

LUCIDWORKS (AI-powered search software) • June 2019 to March 2020

Senior Product Marketing Manager, Digital Workplace GTM Strategy

Identified GTM opportunities for company's flagship SaaS product • Designed and executed qualitative and quantitative research on potential use-case pairings with industry verticals • Validated research through interviews with customers, Sales and Customer Success managers • Segmented target audience to define buyer personas • Conducted win/loss analyses through interviews with customer-buyers and recent evaluators • Created differentiated marketing content assets across channels, including sales decks, blog posts, solution web pages, and customer testimonial videos

Key accomplishments:

- ✓ Designed, conducted, and reported on research into new GTM opportunities for flagship solution across industry verticals, resulting in the launch of an evidence-based product marketing strategy
- ✓ Conducted in-depth interviews of 20 customers for video testimonials and case studies, resulting in a significant boost in the volume of product marketing content

BRIGHTIDEA (innovation management software) • July 2016 to June 2019

Senior Content & Product Marketing Manager

Positioned company's SaaS platform in collaboration with Product team • Standardized messaging and developed product-focused content for corporate website, product releases, sales enablement tools, ebooks, and blog posts • Developed a content marketing strategy to enhance brand awareness, drive thought leadership, and improve inbound lead performance • Oversaw the editorial calendar for blog posts, webinars, podcasts, ebooks, infographics, and thought leadership pieces • Managed and edited content provided by subject matter experts • Conducted comprehensive website SEO initiative

Key accomplishments:

- ✓ Led strategy and development of customer communication for three annual software releases in collaboration with Product and Engineering teams, measurably boosting new feature adoption
- ✓ Devised web content strategy, promotional email campaigns, blog announcements, and social media campaigns for the launch of four new products and 15 new apps
- ✓ Created 15 original infographic microcontent pieces for brand awareness campaigns, resulting in increased social media channel engagement and web traffic

NEUSTAR (IT security & information services) • October 2014 to June 2016

Senior Content Marketing Manager and Corporate Blog Editor

Created top-of-funnel marketing content to position the company as a thought leader, boost brand awareness, and drive demand for solutions • Wrote, edited, curated articles, and managed editorial calendar for the corporate blog • Consulted with SEO vendor and web project manager to monitor search engine rankings, enhance SEO, and improve UX across customer-facing web content • Provided content-related guidance to Product Marketing on web and collateral development

Key accomplishments:

- ✓ Produced 11 long-form, strategic content assets (5 ebooks, 3 whitepapers, 3 solution sheets) and revamped marketing copy for 12 product and solution web pages
- ✓ Wrote and edited an average of 12 blog posts per month, contributing to yearly total of 144 posts
- ✓ Managed the writing, editing, SEO, and launch of product web pages and landing pages for all print assets in the online resource library

RETAILNEXT (retail analytics software & hardware) • December 2013 to September 2014

Content & Product Marketing Manager

Produced original content for weekly blog posts, website announcements, byline features, speaker applications, conference speeches, email newsletters, and corporate messaging • Oversaw editorial calendars for various content programs, including the company blog, webinars, speaking engagements, internal communications, and thought leadership opportunities • Assisted the sales team by crafting compelling sales messaging for proposals and presentations

Key accomplishments:

- ✓ Revamped marketing copy for 12 product and solution web pages
- ✓ Developed editorial content strategy and oversaw visual design for 7 monthly webinars
- ✓ Wrote and edited 18 collateral pieces for targeted marketing of products and services

INFORMATICA (data integration software & cloud data management) • July 2011 to December 2013

Senior Web Content Writer, Global Marketing Communications

Created and updated print collateral (brochures, datasheets, briefs, white papers) and web content for marketing campaigns • Authored biweekly feature stories on the company homepage to boost customer interest in software products and services • Optimized content for better search and UX across all channels • Provided content-related guidance to product management throughout web and collateral development • Generated and nurtured sales leads through targeted content production

Key accomplishments:

- ✓ Devised content strategy, established editorial standards, and revised copy for 47 web pages during company-wide rebranding
- ✓ Crafted or edited 72 collateral pieces for targeted marketing of products and solutions
- ✓ Edited company style guide to maintain a consistent brand voice across all web and print copy

— SKILLS —

WordPress • Elementor • Hubspot • Contentful • Drupal • Joomla • Alfresco
HTML • CSS • Javascript • UX/UI design • SEO • content modeling

— EDUCATION & CERTIFICATIONS —

Ph.D. in Industrial-Organizational Psychology
Alliant International University (California School of Professional Psychology)
San Francisco, CA

B.A. in English and Psychology
University of Pennsylvania
Philadelphia, PA