

# Jason R. Myers

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## PROFESSIONAL PROFILE

Senior Content Marketing Leader with a proven track record at startups in the tech and SaaS sectors. Passionate about telling engaging stories. Expertise in creating compelling content strategies, driving brand voice, and leveraging digital technologies for increased reach and conversions. Adept at cross-functional collaboration, data-driven decision-making, developing content creators, and team leadership.

*Top 5 [Strength Themes](#): Context, Deliberative, Intellection, Learner, and Achiever.*

## CORE COMPETENCIES

- Content strategy & execution
- Team leadership & development
- Brand voice & messaging
- Data-driven marketing
- Cross-functional collaboration
- Digital marketing technologies
- Video content production
- Budget management

## PROFESSIONAL EXPERIENCE

### InfluxData | Aug. 2021 – July 2024

Developer-focused marketing for time series database InfluxDB.

#### Senior Manager, Content Marketing (*Role eliminated*)

- Led proactive content marketing initiatives, aligning strategies with business objectives.
- Worked with growth team to generate \$20M+ in pipeline.
- Developed targeted messaging for products and verticals, enhancing market positioning.
- Collaborated with SMEs and stakeholders to create technical content tailored to ICPs.
- Implemented content performance tracking to optimize strategies based on data insights.
- Managed a content team, overseeing hiring, onboarding, and professional development.
- Directed the creation and distribution of video content, enhancing multimedia engagement.
- Managed the content marketing budget, ensuring optimal allocation of resources.

#### Content Marketing Manager

- Executed content strategies for marketing programs and product launches.
- Led a team of writers, providing editorial oversight and fostering talent development.
- Maintained responsibility for the content marketing budget and its effective use.

#### Technical Marketing Writer

- Created diverse marketing content, including blogs, case studies, and technical papers.
- Developed [video series](#) in collaboration with external vendors, increasing brand visibility.
- Supported the launch of [InfluxDB University](#), contributing to educational content and leading trainings.

### Envestnet | May 2021 – Aug. 2021

#### Technical Writer

- Produced documentation for FinTech software, collaborating with cross-functional teams.

### **Plum Voice | Aug. 2015 – May 2021**

Developer and technical-focused marketing for an Interactive Voice Response (IVR) platform.

#### **Technical Writer, Analyst Relations, Marketing Strategist, Copywriter**

- Managed documentation migration and produced content for various marketing campaigns.
- Conducted analyst briefings (e.g., Gartner, Forrester), enhancing market awareness.
- Created content for ABM campaigns, driving sales in targeted verticals.
- Wrote and edited diverse marketing materials, significantly boosting blog traffic.
- **Note:** Plum Voice acquired by SharpenCX in 2023.

### **The Content Doctor | Sept. 2013 – Present**

#### **Freelance Content Strategist/Analyst, Copywriter, Editor**

- Delivered content creation, strategy, analysis, writing, and editing services to various clients, improving messaging effectiveness.
- Work samples and publication list available at <http://contentdoctor.net/portfolio>.

### **University of Colorado, Denver | July 2010 – Jan. 2011 (Contract)**

#### **Researcher**

- Conducted competitive analysis for the university's Global Energy Management program.

## **EDUCATION**

- **Post-Grad GIS Certificate**, University of Denver (2015)
  - Completed 20 of 24 credits toward GIS certificate
- **Post-Grad Business Certificate**, University of Denver (2014)
- **Ph.D., History**, Loyola University Chicago (2010)
- **B. A., Cum Laude, History**, Oakland University (2004)

## **COMMUNITY LEADERSHIP**

### **Coach**, Various Locations (Feb. 2001 – May 2013)

- Coached youth, high school, and college lacrosse teams, including leading some to state championships and undefeated seasons.

## **FUN FACTS**

- Musician, singer-songwriter, releasing music as Elephants Through The Alps.
- Published a book on modern Irish history.
- Former all-state lacrosse player.