RUKA OSOBA

LinkedIn | rosoba1485@gmail.com | 919.637.3707 | Raleigh, NC

PROFESSIONAL SUMMARY

Results-driven content strategist with 10 years of experience in digital marketing and customer experience across global enterprise SaaS companies. Proven expertise in driving revenue growth, leading cross-functional teams, and implementing scalable content solutions. Seeking a mid- or senior-level web content strategy role in a technology company that values exceptional user experiences and data-driven innovation.

JOB SKILLS

Content Strategy: *Content writing and editing, data analytics, metadata management, UX/UI, SEO optimization, content development*

Project Management: *Cross-functional collaboration, stakeholder engagement, project tracking*

Tools & Platforms: *Drupal, Figma, Canva, Adobe Analytics, Tableau, Hotjar, Claude.ai, ChatGPT, Gemini AI, Notebook LM, Adobe Premiere Pro, Asana, Workfront*

PROFESSIONAL EXPERIENCE

Web Content Marketing Strategist

Red Hat, Raleigh, NC   *February 2021 – Present*

- Directed web content strategy for Red Hat web pages reaching 1M+ monthly visitors, driving conversion efforts that contributed to $6.5B in revenue
- Managed web content strategy for Red Hat Summit, attended by 10,000+ associates, customers, partners, and industry leaders, achieving YoY website visitor and registration growth of over 10%
- Directed web content strategy for global Red Hat Summit Connect events in 25+ cities worldwide, engaging 5,000 attendees per event and maintaining brand consistency across all touchpoints
- Designed and facilitated hands-on AI lab for 60-person content team, building proficiency in critical AI tools to enhance workflow efficiency and content quality
- Spearheaded global collaboration on Learning and Careers team, developing playbooks for HR business partners supporting career development of 10,000+ associates
- Delivered comprehensive content strategy, analytics reporting, and SEO recommendations for multiple cross-functional teams to drive 10x click-through-rates.

Product Marketing Manager | Content Strategist

Prometheus Group, Raleigh, NC   *July 2019 – February 2021*

- Architected go-to-market campaign strategies for multiple products, including Prometheus Learning Platform and Prometheus University
- Produced over 100 pieces of digital content assets for product marketing campaigns including blogs, white papers, e-books, datasheets, and infographics
- Contributed to $12M marketing revenue goal by leveraging MQLs and data to drive content strategy

- Recreated website content, serving 10,000 weekly visitors
- Supervised content producers responsible for writing and editing marketing materials

Content Marketing Strategist

Brasco Marketing + Design, Raleigh, NC   *May 2018 – December 2018*

- Crafted compelling copy for 15+ websites, digital assets, creative briefs, and marketing materials while conducting comprehensive brand and digital audits
- Defined audience personas and segmentation through extensive market research, informing cohesive content strategies

Content Development Manager | Regional Program Manager-Americas

Harte Hanks at Cisco, Raleigh, NC   *October 2017 – March 2018*

- Established framework for internal communications for 100+ employees on Digital Experience and Analytics-Americas team (Canada, U.S., Latin America)
- Designed and implemented program framework and templates for case study submission process, partnering with sales leadership on best practices
- Delivered training to coach four, 100+ person North American sales teams on storytelling techniques, template utilization, and case study creation

Digital Marketing Strategist

McClatchy/Nando Media, Raleigh, NC   *October 2015 – October 2017*

- Exceeded 5 core KPI benchmarks, including website visitors, impressions, and budget spend, through strategic campaign planning and execution
- Optimized digital campaigns using Google Analytics to measure and improve SEO, email, and advertising performance

EDUCATION

Master of Arts in Education Innovation, Technology, and Entrepreneurship

University of North Carolina at Chapel Hill   *Expected May 2026*

Focus: K-12 Education, computer-supported collaborative learning, and AI. Using educational research, technology, and design thinking to transform learning experiences.

Bachelor of Arts in Government and Politics

University of Maryland, College Park   *2003 – 2007*

CERTIFICATIONS & ACHIEVEMENTS

Map the System Global Competition – Semi-Finalist (2025)

UNC graduate student team placed in top 48 of 1,700 teams globally at Oxford University, researching teacher burnout solutions.