

Bryce W. Merkl Sasaki

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Experience

Managing Editor

2021

Couchbase, Inc., *Santa Clara, California / Remote*

- Lead the content marketing and SEO programs, including event promotion
- Craft a storytelling strategy that inspires developers to take action
- Architect editorial processes to keep the content pipeline full and flowing smoothly
- Run the day-to-day operations of the community-oriented Couchbase Blog
- Lead a team of colleagues, guests and freelance writers and editors to get the job done

Freelance Content Strategist

2008 - Present

- Create and execute content marketing strategies for clients across various industries, including web copy, social media, newsletters and more
- Work with non-profit, educational and/or small business clients

Senior Manager, Content Marketing

2015 - 2021

Neo4j, Inc., *San Mateo, California / Remote*

- Led a global team of six full-time employees and a network of freelancers and agencies
- Created social media and content marketing strategy and then built a team to execute it
- Worked at every level of the content stack: copywriting, proofreading, editing, handling vendors, scheduling posts, coaching, hiring and long-term strategy and planning
- Led the editorial direction and processes for the Neo4j Blog, emails, social media, SEO, web pages and long-form content
- Created a ticketing and project management system for content and social requests
- Ghost wrote blog posts and other articles in the voice and tone of the CEO
- Hosted writing and storytelling workshops for marketing colleagues
- Previous role: Content Marketing Manager

Copy Architect

2013 - 2015

Square 2 Marketing, *Philadelphia, Pennsylvania*

- Crafted content strategy for B2C and B2B clients, including editorial calendars, brand voice and tone, keyword research, SEO strategy and marketing personas
- Drafted tactical copy including white papers, ebooks, web copy, emails, press releases, case studies, blog posts, infographics and PPC ads
- Used HubSpot to analyze content marketing and social media performance

Editor-in-Chief, *The Oracle*

2008 - 2011

Student Publications, ORU, *Tulsa, Oklahoma*

- Led a team of student journalists to produce a biweekly print and digital newspaper
- Previous roles: Managing Editor, Copyeditor, Staff Writer

Education

BA in Writing

2007 - 2011

Oral Roberts University, *Tulsa, Oklahoma*

- Minor: Business Administration

Semester study abroad

2009

University of Oxford, *Oxford, United Kingdom*

Language Proficiencies

- Spanish, *moderate proficiency*
- Mandarin Chinese, *elementary proficiency*

References

- Michael Hunger, *Lead Developer Advocate*, Neo4j || michael.hunger@neo4j.com
- Deb Cameron, *Managing Editor*, Neo4j || deb.cameron@neo4j.com
- Lisa Hatheway, *VP of Demand Generation*, Neo4j || lisa.hatheway@neo4j.com

More references available upon request.

Visit [my extended resume on LinkedIn](#) (including some writing samples) or [my extended writing portfolio on GitHub](#). I'm also a [lender on Kiva](#).