

## achievements

These projects align with the core responsibilities you've listed in your [job description](#):

**Develop content strategy** → [Sentry GTM campaign](#) | Led content development for Sentry's Performance Monitoring rollout: tagline ("See Slow Faster"), press release, social media, product pages, and customer stories.

*Impact: 5k+ trials attributed to content; ~6% increase in expansion rate compared to baseline.*

**Oversee creative execution** → [Sentry Dogfooding Chronicles](#) | Created syndicated content series to connect with Sentry power users/early adopters as well as amplify Sentry's presence in the developer community.

*Impact: 15+ backlinks per post; estimated ~\$100K ARR per quarter based on increased brand recognition.*

**Lead website performance** → [DroneDeploy Safety AI launch](#) | Developed "Your AI In The Sky" tagline along with a range of content to support product's go-to-market motion: webpages, nurture flows, case studies, social media, and webinars.

*Impact: Drove a 70% lift in organic traffic to safety-related pages; 3x increase in demo requests.*

## experience

### fractional content lead

09/22 - present

**clients (industry)** | DroneDeploy (reality capture), Pocus (sales/GTM tech), Hawcx (fintech), Reducto (AI processing)

**skills** | AI (Descript, Gemini), SEO (Ahrefs, SEMRush), Content (Hubspot, Contentful)

**output** | content calendars, sales decks, blog posts, web pages, white papers

I've been building and scaling high-performance content programs for AI-focused startups on a project basis – this includes product content for an AI detection model, sales playbooks for a GTM tech platform, and leading content for a reality capture company.

### senior content strategist, Sentry

03/20–07/22

**industry** | SaaS (DevOps)

**skills** | CMS (Contentful), Python, typescript

**output** | blog posts, product pages, sales sheets, social media

**results** | 3x revenue + 47% product adoption during tenure

At Sentry, I focused on creating content that piqued curiosity and earned trust from Sentry's target market of software engineers – everything from practical tutorials, real-world debugging stories, and product deep-dives.

### content strategist, Ceros

05/17 – 11/19

**industry** | SaaS (enterprise tech)

**skills** | video, platform evangelism

**output** | experiential content, landing pages, gated content

**results** | helped lift ARR from \$7 to \$16 million + Series D raise

Ceros is an experiential content creation platform; think photoshop for front-end code. My role was to discover and execute use cases for customers in trial, write content from a mobile-first mindset, and lead the strategic briefing process.

### copywriter, momentum worldwide

01/15 – 02/17

Momentum is an experiential advertising agency. While there I wrote a pitch deck that won Facebook's FBIQ account, shaped messaging for Verizon's go90 streaming platform launch, and created on-premise product activations for Jameson and Glenfiddich.

## tools + platforms

**Content/Design** | Notion, Webflow, Figma, Airtable, Descript

**SEO/Analytics** | GA4, SEMRush, Ahrefs, HubSpot, Notion, Dashboards

**AI** | Peec, ChatGPT, Jasper, Perplexity, Claude, Gemini

**Channels** | LinkedIn, YouTube, Twitter, Facebook, Blog, Paid Social

## education

B.A. Creative Writing,  
Loyola Marymount