

Betsy Sallee

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I'm a senior editor, writer, and content marketing manager with extensive experience creating compelling content for highly technical audiences. I'm known for ensuring technical accuracy, collaborating with other teams, and driving content strategies that align with business goals.

Employment History

Postman, Remote

Senior Content Marketing Manager

September 2024-Present

- Collaborate with the Product Marketing team to shape and execute a new content strategy that aligns with GTM goals
- Write monthly product release posts and newsletters while using performance metrics to inform A/B testing strategies
- Lead a cross-functional content initiative, integrating competitor and customer research to position Postman as the leading API platform

Senior Editor II, Content Marketing

May 2024-September 2024

Senior Editor, Content Marketing

September 2022-May 2024

- Drive an SEO content initiative, developing a content strategy and writing over 30 long-form articles. Achieved a 122% year-over-year increase in non-branded traffic.
- Ensure content quality by providing structural and sentence-level edits to writers on 3-5 blog posts a week
- Work cross-functionally to create and maintain product page content for Postman's entire product suite

Datadog, Remote

Team Lead, Technical Content Editor

March 2021-August 2022

- Continued to perform all previous responsibilities while managing a team of writers, developing new processes, interviewing candidates, and driving content strategy

Associate Editor

May 2020-March 2021

- Wrote, edited, and researched highly technical blog posts, as well as research reports, product pages, case studies, and e-books
- Provided detailed editorial feedback on content, structure, syntax, and tone to writers
- Worked closely with subject matter experts to ensure clarity and technical accuracy

Bustle Digital Group, New York, NY

Junior Engineer

September 2018-February 2020

- Built production-ready reusable and scalable components in React/Preact for use on all of BDG's properties, as well as its CMS
- Wrote and implemented Apollo Client queries and mutations to interact with BDG's GraphQL API
- Used advanced CSS to create and maintain sleek user interfaces across all of BDG's properties

Penguin Random House, New York, NY

Assistant Editor

December 2015-March 2018

- Line edited manuscripts and composed editorial letters to award-winning and best-selling authors
- Wrote book descriptions for marketing and retail use

Editorial Assistant

July 2013-December 2015

- Liaised between the Editorial Department and the Production, Marketing, and Publicity Departments

Selected technical publications

["How to build an API," Postman](#)

["Monitor Snowflake with Datadog," The Monitor](#)

["API design overview," Postman](#)

["A Beginner's Guide to React," Noteworthy—The Journal Blog](#)

Education

Wesleyan University, Middletown, CT

May 2013

Bachelor of Arts, 3.88 GPA

English (Creative Writing): Departmental Honors

Flatiron School, New York, NY

August 2018

Software Engineering Immersive focusing on JavaScript, React, and Ruby on Rails