LAURA JORDAN

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# SUMMARY

A **B2B digital content marketer** who focuses on growing the demand for software products and services. A good listener, communicator, and **collaborative leader** that focuses on great storytelling. Passionate about content strategy to target objectives and using visualization to express ideas on digital platforms. Experience spans startups to global enterprises.

• content marketing • digital marketing • advertising

• demand generation • sales enablement • branding

# PROFESSIONAL EXPERIENCE

**COMODO,** Clifton, New Jersey(Remote in Bend, OR) **6/2016-present**

**Sr. Content Strategist, Marketing Campaigns**

Provide content strategy and create digital assets for enterprise marketing campaigns including sales tools -- designed to create demand for new enterprise solutions for IT security and digital certificate management. Work closely with enterprise marketing team based in Santa Clara, CA.

**MARKETING CONTRACTOR**, Bend, OR **1/2016 – 7/2016**

**Project Manager / Copywriter**

Created content that delivers on clients’ marketing objectives for several IT security vendors and marketing agencies serving tech clients; focused on digital content for demand generation; thought leadership, sales tools; and customer reference programs for B2B.

**TREND MICRO,** Cupertino, California (remot in Bend, OR since 2007) **2005-2016**

Managed the global marcom team responsible for creating digital marketing content for demand generation, products/solution marketing, and partner/channel marketing. Fostered close working relationships with corporate marketing, product and campaign marketing, sales, marketing operations, HR, legal, and business operations.

**Sr. Manager / Brand and Content Marketing, Global Marcom (acting Director 2014-16)** **2013-2016**

* Engaged global teams (solicited feedback and participation) in a brand refresh to update brand assets and extend brand guidelines (logo, color, imagery, iconography, messaging). Directed agency and in-house creative teams resulting in new, easy-to-use brand guidelines and templates for marketing, sales, HR, and research.
  + Enabled countries and business functions to create and deliver branded materials resulting in a consistent and recognizable brand presence around the world
* Led always-on advertising program ($1M annual budget) for B2B solutions lead generation and awareness: directed media placement agency, led business stakeholders and SEM, wrote copy and managed creative execution
  + Program delivered qualified leads for marketing automation each quarter and increased enterprise brand awareness at end of year by 13%—based on annual brand awareness surveys (conducted pre-and post-program)
* Managed marcom team of copywriters and designers focused on creating integrated campaign marketing assets for inbound and outbound programs, strategic events, and sales
  + Provided high-quality, targeted content in a dynamic environment demanding close collaboration with marketing automation, social media, and SEO / web functions

## Sr. Manager Global Marcom / Content Development Team / Managing Writer 2008-2014

* Transformed marcom into an “in-house creative agency” improving ability to execute and deliver economies of scale worldwide to maximize reach of global marketing budget ($2M annual)
  + Focused on creative concepts and processes to deliver on stakeholders’ expectations
  + Drove development of software systems/portals to automate workflow processes and distribute digital assets on global scale
  + Built collateral model and introduced marcom processes (creative briefs and timelines) to expedite production of product marketing collateral across virtual teams
* Led information architecture and content development teams for global website migration focusing on key products/solutions by customer segment
* Managed design, operations, and blogging team for Facebook social media pilot / B2C (2009)

**Marcom Manager** / **Enterprise Copywriter, Team Lead** **2005-2008**

* Led copywriting team developing collateral model materials based on go-to-market plans and messaging for enterprise and SMB solutions, including sales and channel enablement
* Wrote scripts and managed videographer team in production of product demo videos that helped showcase our differentiation
* Created monthly sales newsletters (how to sell and what’s new) and customer newsletters for nurturing that were distributed in the US and localized in other countries

**MARCOM CONTRACTOR, Belmont, California 2003-2005**

**Freelance B2B Copywriter**

* Wrote copy for product collateral and web pages, customer success stories, and vertical industry solutions, on message and on brand, resulting in a permanent position at Trend Micro
  + Clients included Trend Micro, Oracle, and Informatica

**ADDITIONAL MARKETING EMPLOYERS AND EXPERIENCE**

Highdeal bought by SAP; Portal bought by Oracle; Informix bought by IBM; Interop--Softbank

* PR/Corporate Communications
* Conference and Event Marketing

# EDUCATION / TRAINING

# BA, English, Creative Writing

University of Washington, Seattle

Stanford Professional Publishing Course, Stanford University, Palo Alto, CA