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 defining content strategies tuned to specific marketing campaign objectives. Experience spans startups to global enterprises focused on information security solutions (SaaS).

• 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 designed to generate demand for enterprise IT security / SaaS solutions. Create web content for new enterprise security solutions platform. Work closely with execs, enterprise marketing and sales from thought leadership content to competitive tools and customer references. Collaborate with web operations teams on execution.

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

**Project Manager / Copywriter**

Created content to deliver on B2B clients’ marketing objectives for demand generation campaigns, thought leadership, sales tools and customer reference programs. Information security clients included Elastica / BlueCoat, Imperva, and Fortinet as well as content marketing agencies’ IT clients.

**TREND MICRO,** Cupertino, California (remote 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**

SAP acquired Highdeal; Oracle acquired Portal; IBM acquired Informix; Softbank acquired Interop

* Marcom/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