

Maria Ciampa

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Head of Content Marketing | B2B SaaS

Proven content marketing leader with 10+ years of experience driving pipeline, demand gen, SEO growth, and brand authority in AI, analytics, and enterprise SaaS. Expert in building full-funnel strategies, leading cross-functional teams, and scaling content programs that convert. Skilled at blending storytelling, data, and innovation—including AI-powered content analytics—to increase impact.

Wins

AI-Powered Content Insights

Built and deployed a custom GA4 Natural Language Query (NLQ) agent using Python, LangChain, and Gemini, independently outside of official scope, to provide self-serve, real-time access to content performance data. Unblocked the marketing team from BI dependencies and enabled faster optimization decisions. Currently integrating Salesforce to connect content with pipeline.

Demand Gen Campaigns: Test Drive + Free Trial

Led content development for high-performing BOFU campaigns including Test Drive and Free Trial initiatives. Partnered with Product Marketing and Sales; contributed to 22% increase in SQOs and 18% increase in MQLs.

50+ High-Impact Assets in One Year

As the sole FTE responsible for strategy and creation of all marketing content, supported by one contract writer (30 hrs/month): produced 50+ full-funnel, persona-driven content pieces, including blogs, whitepapers, video, case studies, newsletters, and SEO landing pages. Helped increase organic traffic by 45% and demo form conversions by 35%.

Experience

Head of Content Marketing

Sisense • New York, NY (Remote) • Feb 2024 – Present

- Own and execute Sisense's full-funnel content strategy and editorial calendar across awareness, demand gen, SEO, and sales enablement
- Created and presented company-wide content strategy aligned with GTM and OKRs; led execution for AnPaaS, Sisense Intelligence, Free Trial, and Test Drive launches.
- Produced 50+ high-quality assets in 12 months: 19 SEO blogs, 9 whitepapers, 4 case studies, 6 videos, and monthly newsletters.
- Independently created and deployed GA4 NLQ AI agent, allowing non-technical users to retrieve performance metrics in natural language.
- Increased organic traffic by 45% and decreased bounce rate by 25%; demo form fills increased 35% post full website refresh.
- Led biweekly content forum collaboration with PMM, Growth, Brand, Sales, and Community stakeholders to drive alignment and productivity.

- Mentored contract writers and peers; led team trainings on Asana, WordPress, SEO writing, and content operations.

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Observable • San Francisco, CA (Remote) • Apr 2022 – May 2023 Increased signups 10% in 3 months through SEO and blog strategy. Launched and curated new newsletter with 20% CTR; raised social CTR to 40% with persona-driven content and messaging.

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Brandlive • Portland, OR (Remote) • Aug 2021 – Apr 2022 Managed team of 3; produced 18 case studies, 2 eBooks, 100+ customer quotes organized in a sales enablement database. Increased MQLs 70% and organic traffic 180% in 6 months.

Product Marketing Director

Brandlive • Portland, OR • Aug 2020 – Apr 2021 Led sales enablement programs; created foundational messaging and positioning canvas. Directed, produced virtual product launch.

Senior Product Marketing Manager

SDL • Los Angeles, CA • Aug 2014 – Jan 2018

Independent Consultant

Various Clients (OTT SaaS, AdTech, Healthcare) • 2018 – 2020

Technology + Platforms

GA4 • Salesforce • HubSpot • Marketo • WordPress • SEMrush • LangChain • Gemini • Python (custom GA4 NLQ agent) • ChatGPT • Claude • Sprout Social • Vimeo • Asana

Leadership

Led teams of 20+ in creative organizations since 2008, managing staff, mentoring, and delivering strategic programs.

Additional Experience (Earlier Roles)

Senior Strategy Consultant, Tapestry Networks. Advised Fortune 500 audit committee chairs via governance-focused thought leadership.

Management Consultant, Chartic. Delivered go-to-market strategies across pricing, segmentation, and customer growth.

Market Research Associate, Eidetics. Led global interviews and synthesized qualitative data for pharmaceutical market research.

Research Associate, Harvard Business School. Co-authored Enron governance case materials; conducted investigative research on corporate ethics and insider trading.

Education

B.A., Economics, Minor in Spanish, Smith College

Published in: The New Yorker