

## Maria Ciampa

Maine • mariaficiampa@gmail.com • 978-317-1015 • www.mariaciampa.com

### Head of Content Marketing | B2B SaaS

Content marketing leader and published writer with 10+ years of experience driving organic growth, pipeline, and brand authority across AI, analytics, and enterprise SaaS. Combines editorial storytelling expertise with leadership across SEO/GEO, demand generation, and full-funnel content strategy to create content that resonates with technical and business decision-makers. Early adopter of GenAI workflows, balancing scalable content operations with human-centered storytelling.

### Wins

**GenAI Leadership and Workflow Innovation:** Selected as AI ambassador for Sisense marketing team based on years of early adoption and hands-on AI use in content marketing. Trained team members on GenAI workflows to improve and scale content operations. Built and deployed custom GA4 Natural Language Query agent using Python, LangChain, and AI for self-serve data access, reducing BI dependencies. Pioneered GenAI workflows across ChatGPT, Claude, and Gemini for messaging, prompt refinement, and content optimization while maintaining editorial rigor.

**Demand Gen Campaigns: Test Drive + Free Trial:** Led content strategy and development for high-performing BOFU campaigns, including Test Drive and Free Trial. Partnered with Product Marketing, Growth, and Sales to align messaging, conversion paths, and sales enablement content, contributing to a 22% increase in SQOs and 18% growth in MQLs.

**Full Funnel Content Leadership:** As sole FTE responsible for content strategy and execution, built and scaled full-funnel, persona-driven content programs. Produced blogs, whitepapers, research reports, case studies, video, newsletters, and SEO landing pages that increased organic traffic by 45% and demo conversions by 35%. Aligned content strategy across brand, AIO, SEO, PMM, and DG to support audience engagement and pipeline growth.

### Experience

#### Head of Content Marketing

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

- Lead cross-functional content strategy and editorial roadmap across PMM, SEO/GEO, brand, and demand gen teams.
- Develop GTM messaging for AI, analytics, and cybersecurity content across web, campaign, and sales assets.
- Lead GenAI enablement for marketing team, training contributors on workflows for research, messaging, prompt refinement, and content optimization.
- Built custom GA4 Natural Language Query agent using Python, LangChain, and AI for self-serve performance insights.
- Built integrated content programs for technical and business audiences across blogs, whitepapers, case studies, video, newsletters, and landing pages.

- Established editorial standards and messaging frameworks across full-funnel content initiatives. Partnered with PMM, Growth, and Sales on Test Drive and Free Trial campaigns, contributing to 22% SQO growth and 18% MQL growth.
- Increased organic traffic 45%, reduced bounce rate 25%, improved demo conversions 35%.

### **Head of Content Marketing**

Observable • San Francisco, CA (Remote) • Apr 2022 – May 2023: Translated complex developer and analytics concepts into accessible customer content. Led SEO and blog strategy for technical SaaS audiences, increasing signups 10% in 3 months. Launched and curated newsletter with 20% CTR and increased social CTR to 40% through persona-driven messaging and distribution.

### **Head of Content Marketing**

Brandlive • Portland, OR (Remote) • Aug 2021 – Apr 2022: Led content team across editorial strategy, customer storytelling, and sales enablement. Increased MQLs 70% and organic traffic 180% in 6 months through scalable customer proof and thought leadership programs supporting demand gen, sales, and brand marketing across audiences and verticals.

### **Product Marketing Director**

Brandlive • Portland, OR • Aug 2020 – Apr 2021: Led cross-functional sales enablement and messaging initiatives across Product, Marketing, and Sales teams. Directed product launch.

### **Independent Consultant**

Various Clients (OTT SaaS, AdTech, Healthcare) • 2018 – 2020: Advised clients on content, positioning, GTM strategy, and customer messaging across technical and regulated markets.

### **Senior Product Marketing Manager**

SDL • Los Angeles, CA • Aug 2014 – Jan 2018: Developed enterprise product messaging, campaign content, and sales enablement materials across global B2B software initiatives.

**Additional Strategic Experience:** Strategic management consulting and research roles at Tapestry Networks, Chartic, Eidetics, and Harvard Business School spanning corporate governance, Fortune 500 banking audit committees, pharma GTM strategy, and forensic accounting research tied to Enron insider trading.

**Technology + Platforms:** GA4 • Salesforce • HubSpot • Marketo • WordPress • SEMrush • LangChain • Python • ChatGPT • Claude • Gemini • Sprout Social • Vimeo • Asana

### **Education**

B.A., Economics, Minor in Spanish, Smith College  
Published in: The New Yorker