

# Maria Ciampa

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## SUMMARY

Director of Content Marketing with 10+ years of experience driving demand, accelerating pipeline, and growing organic traffic for B2B SaaS in AI, healthcare, and data analytics. Skilled in full-funnel content strategy, SEO-driven storytelling, and cross-functional leadership to fuel revenue growth.

- Engineered creative briefing and persona-specific messaging for competitive, winback, and new logo demand gen campaigns, increasing SQOs by 18%
- Expanded the marketing team by hiring a versatile contract professional skilled in writing and email automation—reducing contractor costs by 67% while increasing content production efficiency.
- Led multiple process improvements, including training sessions on creative briefing and Asana project management, and won the "Marketing McGyver" Sisense award for innovation in marketing operations.
- Published in *The New Yorker*.

## SKILLS

Content strategy & operations, SEO content strategy, executive thought leadership, demand generation & pipeline acceleration, conversion rate optimization (CRO), marketing automation (HubSpot, Marketo), brand storytelling & omnichannel marketing, generative AI, content analytics, sales enablement.

## EXPERIENCE

### Head of Content Marketing

**Sisense | New York, NY**

**February 2024 - present**

- Led the development and execution of a full-funnel content strategy, aligning content with demand generation, sales enablement, and revenue goals. Built and scaled cross-functional content initiatives to increase SQOs and organic traffic.
- Led a team to develop 50+ high-impact content assets in one year, including SEO-optimized blogs, whitepapers, and marketing videos—directly increasing organic traffic and conversion rates to support pipeline growth.
- Led cross-functional content initiatives, revamping the content forum to better align product marketing, demand gen, and sales—directly supporting pipeline and revenue goals.

### Head of Content Marketing

**Observable | San Francisco, CA**

**April 2022 - May 2023**

- Created an SEO-optimized, user-centric content strategy aligned with revenue goals.
- Led a team of five to execute a blog strategy that increased new user signups by 10% in three months—aligning content with acquisition goals.
- Launched and curated Plot Twist, a purpose-driven newsletter with a 20% CTR.
- Increased social media CTR to 40% by creating new persona-specific content.

### Head of Content Marketing

**Brandlive | Portland, OR**

**August 2021 - April 2022**

- Developed content strategy tailored to revenue goals. Deliverables: 18 case studies in 4 months, hundreds of customer testimonials, 2 e-books, social, email newsletters, web copy.
- 70% ↑ in MQLs in 6 months; created written and video content.

- 180% ↑ in organic traffic in 3 months. SEO-optimized across channels.
- Managed team of 3. Created content style guide, i/e comms guide, social media guide.

## **Product Marketing Director**

**Brandlive**

**August 2020 – April 2021**

- Created sales enablement resulting in a 5% ↑ in conversion rate.
- Developed a brand messaging canvas resulting in a 10% ↑ in demos.
- Produced a live product launch virtual event resulting in 3 new logos.
- Managed team of 4. Introduced process, tools to increase team collaboration.

## **Independent Strategic Marketing Consultant**

**February 2018 – July 2020**

Clients: IYUNO Media (OTT SaaS), Diversity Science, Pathmatics (ad tech).

- Developed and wrote data-driven, persona-specific pieces. Crafted digital content strategy.
- Wrote monthly and quarterly "Top Advertisers Report," increasing demos by 10%.

## **Senior Product Marketing Manager**

**SDL | Los Angeles, CA**

**August 2014 – January 2018**

- Working with demand gen, achieved a 7% increase in inbound leads: wrote case studies, created a testimonial database, and conducted global market research.
- Implemented case study writing and release process, optimized database for global use.

## **Senior Strategy Management Consultant**

**Tapestry Networks | Waltham, MA**

**April 2010 – April 2012**

- Authored quarterly report "North American Insights" Audience: Ernst & Young's Fortune 500 Audit Committee Chairs.
- Conducted research, interviewed subject matter experts/thought leaders, and wrote.

## **Management Consultant**

**Chartic | Boston, MA**

**October 2006 – April 2010**

- Crafted go-to-market strategies: pricing and positioning, segments, and channel strategy.
- Advised clients on all aspects of growth strategy, including segmenting current and new customers, identifying growth opportunities, and assessing new markets.

## **Market Research Associate**

**Eidetics | Cambridge, MA**

**November 2003 – September 2006**

- Promoted to "Lead Qualitative Interviewer" for both patients and doctors on a global 18-month drug project. Conducted in-person research interviews across the United States.
- Collaborated with quantitative team on pricing models. Wrote discussion guides, reports.

## **Research Associate**

**Harvard Business School | Cambridge, MA**

**September 2001 – November 2003**

- Wrote the appendix of Innovation Corrupted: The Rise and Fall of Enron by Malcolm S. Salter, Professor Emeritus, Corporate Governance.
- Completed comprehensive financial analysis and investigation on insider trading.

## **EDUCATION**

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