

Maria Ciampa | Content Marketer

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SUMMARY:

Strategic marketer with a passion for creating compelling content. I excel at data-driven storytelling, crisp writing, project management, and empowering people. Seeking a remote role that embraces my martech, AI and collaborative skills.

INDUSTRY EXPERIENCE:

Startups to mid-size global B2B. SaaS. Machine Translation / NLP. Healthcare / Pharma. Virtual Events. Banking. Higher Education. DEI. Ad tech. Arts.

SKILLS:

Content and product marketing strategy. Writing: short and long form. Video production: editing, sound, design. Cross-functional team leader. AI for marketing.

EXPERIENCE

Head of Content Marketing

Observable (SaaS, data visualization, RIF) April 2022 - May 2023, CA, San Francisco

- Created an SEO-optimized, user-centric content strategy aligned with revenue goals.
- Blog optimization: managed team of 5. Result: 10% ↑ in new user signups in 3 months.
- Curated new newsletter called *Plot Twist* with a defined purpose and audience, CTR: 20%.
- Increased social media CTR to 40% with the creation of new content, tailored to personas.

Director of Content Marketing (promotion)

Brandlive (SaaS, virtual events, RIF)

August 2021 - April 2022, US, OR, Portland

- 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.

Director of Product Marketing

Brandlive

August 2020 - April 2021, US, OR, Portland

- 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 Marketing Consultant + Content Manager February 2018 - July 2020

IYUNO Media (OTT SaaS), Diversity Science, Portland Business Project. 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%.

Product Marketing Manager

SDL (SaaS, machine translation, NLP)

August 2014 - January 2018, CA, Los Angeles

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

Strategy Management Consultant + Writer

Tapestry Networks (boutique management consultancy) 2010 - 2012, MA, Waltham

- 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.

Strategy Management Consultant

Chartic (boutique management consultancy) 2006 - 2010, MA, Boston

- Crafted go-to-market strategies: pricing and positioning, segments, 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 (pharmaceutical market research) 2003 - 2006, US, MA, Cambridge

- 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.

Case Study Writer

Harvard Business School 2001 - 2003, US, MA, Cambridge

- 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.

PUBLICATIONS. VOLUNTEER. HOBBIES.

Volunteer: Young Center for Immigrant Children's Rights.

Published: The New Yorker, 2021.

Award: 2023 Writer-in-residence:Vermont Studio Center.

Graduate: Grub Street Writing (Boston), UCB (NY), ImprovAsylum (Boston), Groundlings Writing Conservatory (LA), Yoga Teaching Certification (RYT).

Hobbies: Running, reading, meditation, cooking, laughing, creative writing.