

Quentin Lucas

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With 15+ years in content marketing, brand storytelling, and digital engagement, I have successfully driven audience growth, enhanced brand visibility, and executed strategic campaigns that deliver measurable results:

- Increased YouTube engagement by 1M+ views, website traffic by 300%, and boosted social media growth by 33% in followers and 57% in post engagement.
- Led and collaborated on marketing and branding projects, enhancing brand positioning, campaign execution, and multi-channel storytelling.
- Expanded creative expertise by working closely with designers, leveraging visual storytelling, UX writing, and content design for more compelling brand narratives.

I thrive at the intersection of strategy and creativity, transforming data-driven insights into engaging, high-impact content. My expertise spans SEO-optimized content, email marketing, brand messaging, and cross-functional collaboration to drive business objectives.



Management

Strategy

Teamwork

Creativity

Oracle Corporation

Remote

March 2026 - September 2026



Enterprise AI Database (SaaS)

Principal Storytelling & Content Strategist: I define and evolve the narrative strategy for Oracle AI Database, translating complex AI and database technologies into differentiated stories that support integrated marketing campaigns, executive communications, thought leadership, and product launches across executive, developer, architect, and enterprise audiences.

Developed Oracle's recurring internal publication, "The AI Data Signal," aligning cross-functional teams around AI Database strategy, messaging priorities, market trends, and product storytelling; flagship marketing assets including executive presentations, eBooks, infographics, nurture campaigns, and thought leadership content supporting product launches and go-to-market initiatives.

Advised executive leadership through strategic storytelling, market research, and messaging analysis; produced executive recommendations identifying opportunities for revenue growth, competitive differentiation, brand positioning, and digital marketing improvements based on brand awareness research and Developer Marketing performance.

Partnered with Product Management, Engineering, Analyst Relations, Creative Services, Developer Marketing, executives, and external vendors to translate technical innovation into customer-centric narratives; unified messaging across integrated campaigns, field enablement, customer stories, and marketing assets while ensuring consistency across Oracle AI Database's evolving market voice.

Great storytellers never stop learning — and the best way to learn a subject is to learn how to teach it. My commitment to knowledge-sharing and strategic thinking aligns with my ambition to continue growing in content leadership roles, where I can develop high-impact narratives, elevate brand positioning, and foster collaboration across teams. By continuously refining my craft and empowering others to do the same, I aim to contribute to an organization’s storytelling success at both a creative and strategic level.

Rocket Software
Boston, MA
January 2022 - January 2026



Modernization Software (SaaS)

Full-time Copywriter: I support and collaborate with stakeholders as high up as the VP of Branding and CMO, and across numerous departments as a fulcrum of Rocket Software’s written content creation — contributing to our team surpassing our pipeline and conversion rate goals

Managed the growth of companywide communication tools, strategies, and support; daily copywriting efforts, including eBooks, marketing scripts, infographics, and social media copy; research, interviews, and storytelling strategies for myriad assets

Built cross-training tools for contributing writers, content strategy for a host of varied software services and products; companywide tonal guide and content style guide; communication and marketing materials, including insights on identifying audiences, developing A.I. strategy, and diverse storytelling frameworks that have grown organic page views and contributed to social media posts, YouTube views, and a 12% rise in executive LinkedIn followers

Partnered with clients to understand motivations, goals, and budget considerations; internal stakeholders, including creative teams, project managers, designers, copywriters, and executives; internal and external teams to rebrand all assets; various teams to drive brand awareness campaign content and visuals from creative and analytical perspectives; various teams in planning brand experiences including trade shows, entertainment, and gift bags

GE Vernova
Cambridge, MA
May 2025 - May 2026



Global Energy Technology

Contract Technical Writing Consultant — via Insight Global, Fixed-term engagement

Built a broad portfolio of marketing and technical content, including video scripts, nurture emails, blogs, webpages, and varied advertisements

Managed multiple projects simultaneously, aligning deliverables with organizational standards while working across competing priorities

Partnered with remote stakeholders around the world, keeping them informed and engaged throughout each project’s lifecycle

Certifications



Generative AI for
Marketing



AI for Organizational
Leaders



AI for Managers



Human Skills in the Age
of AI

Additional Experience:



**Liberty
Mutual.**

Insurance



Academia



Biotechnology

Education



MFA Creative Writing (2021) —
Emerson College



Business Mgt. (1998) —
Seton Hall University