

HottRobot

CERTIFIED WOMEN-OWNED SMALL BUSINESS (WOSB)

Creative Communications + Technical Marketing for Public and Regulated Industries

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HottRobot is a Denver-based marketing and communications firm focused on technical B2B, government and public-sector outreach, and regulated-industry demand generation. We help teams clarify complex messaging, run integrated campaigns, and produce content and digital experiences built for environments where accuracy, approvals, accessibility, and trust matter.

CORE CAPABILITIES

- **Paid media + demand gen:** paid search, LinkedIn Ads, Google Ads, ABM support
- **Technical content:** white papers, thought leadership, product messaging, technical blogs
- **Campaign execution:** integrated planning, launch, optimization, reporting
- **Marketing automation:** HubSpot, nurture programs, CRM workflows
- **Digital experience:** web content + UX, ADA/508/WCAG-aligned design and remediation
- **Public-sector communications:** stakeholder messaging, outreach, program comms
- **Events + webinars:** promotion, attendee journeys, sales enablement assets
- **Research + insights:** audience analysis, competitive review
- **Video + multimedia:** scripts, production coordination, short-form assets

DIFFERENTIATORS

- **Gov + regulated experience:** Microsoft Azure Government and federal program work
- **Senior-led delivery:** direct accountability, no hand-offs
- **Proof-driven execution:** campaign structure, measurement discipline, practical reporting
- **Accessibility-first:** WCAG/508 alignment built into content and web workflows
- **Secure working style:** least-privilege access, MFA, data minimization; no PII unless required
- **Efficient production:** automation-assisted workflows; human review and client-approved tools
- **Certified WOSB:** eligible for set-aside federal contracting

Tools: Google Ads · LinkedIn Ads · HubSpot · GA4 · GTM · WordPress · Jira · Salesforce

PAST PERFORMANCE (SELECTED)

Microsoft — Azure Government + Developer Programs (via Synaxis Consulting)

- Managed Microsoft Developer Editorial Calendar for Azure across cloud, security, developer, and government teams — coordinating content and go-to-market assets across global and regional audiences
- Produced GTM campaigns, technical blogs, product announcement content, and video assets for Azure Government; assets distributed to federal and DoD audiences through Microsoft channels and nurture programs
- Supported US Public Sector nurture programs across email, paid channels, and events; worked across Azure Government, Microsoft 365, Dynamics, and security product lines

DocuSign — Developer Marketing + Demand Generation (via Synaxis Consulting)

- Led developer and API marketing campaigns across paid search, social, content, and video channels; managed Google Ads strategy and ongoing optimization
- Produced "Developer Deep Dives" video series: 12 campaigns with coordinated search, social, and content assets tied directly to API adoption funnel
- Results: 7.8% CTR on developer-targeted search campaigns (above benchmark); 4M+ video views across the program. Additional program metrics available upon request.

City of Norcross, Georgia — Digital Communications

- Managed municipal social media channels and resident-facing digital communications over approximately two years
- Developed and maintained event microsites and digital content supporting city programs and community engagement initiatives

NAICS CODES | CERTIFICATIONS | COMPANY INFORMATION

541810 — Advertising Services
541613 — Marketing Consulting Services
541820 — Public Relations Services
541511 — Custom Web Development Services
541430 — Graphic Design Services

WOSB (SBA Certified)
Cert date: 11/24/2025 | Renewal: 11/24/2028
SBA Small Business: Certified
Colorado VSS: Active
Vendor Code: VS5000000066704
DSBO: Not currently certified (open to completing)

UEI: VYTSZNENATH4
CAGE: 13TF3
Entity: LLC, Woman-Owned (Colorado)
Accepting:

- Subcontracting + teaming
- Federal, state, local contracts
- Task order support
- Commercial engagements

Rapid start available; remote + CO onsite

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