

# Ed Mauss

13 via Jenifer, San Clemente, CA 92673  
(949) 633-0100 / eamauss@gmail.com  
www.ed-mauss.com / www.linkedin.com/in/edmauss

## LEADER OF MARKETING CONTENT STRATEGY, DEVELOPMENT AND COMMUNICATIONS

I'm a proven innovator in strategic storytelling and content repurposing for integrated communications. I direct and work alongside teams to deliver the right content for marketing funnel stages that will generate demand and drive engagement and ultimately increase revenue. I have a breadth and depth of experience in top-tier B2B and B2C marketing organizations to quickly know what's relevant and effective, then to act on it.

## STRENGTHS & SKILLS

Producing Compelling Copy / Maximizing Content Use / Identifying Key Messages  
Establishing Best Practices / Critical Thinking and Analysis / Simplifying Complex Information

## PROFESSIONAL EXPERIENCE

### ***Kontent Faktory***

**Oct. 2019 – Present**

#### **Director of Consulting, Marketing Content and Communications**

Provide marketing content training, tools and services to help clients use their content to drive engagement, leads and revenue. Services include campaign content strategy, promotional content development, unique marketing asset production, brand messaging and ghostwriting. Clients include BMC, Commvault, Dell, Lumen, NetApp, Nutanix, NVIDIA, Riverbed, ServiceNow, Tech Data, TIBCO and Veeam

### ***ServiceNow***

**March 2021 – February 2025**

#### **Director of Content Strategy, Development and Communications**

Mentored team to develop content journeys that nurture prospects and customers through the marketing funnel. Consulted with subject matter experts to create marketing content assets used strategically in global campaigns and promotion. Established best practices for collaborating with product marketing and campaign management teams. Created templates for new marketing asset formats as well as invented new, compelling ways to tell stories that resulted in a host of high-performing assets (\$567M of influenced pipeline in 2024).

### ***Commvault Systems***

**Aug. 2016 – Sept. 2019**

#### **Senior Manager of Partner Communications**

Managed and supported global and field communication activities, programs and tools to enable channel partners to generate demand for company products. Set standards that boosted email open rates by 40% and click-through rates by 20%.

### ***Dell Software (now Quest Software)***

**Jan. 2007 – Aug.**

#### **2016 Senior Manager of Marketing Content**

Oversaw activities and performance of team members (10 full-time employees and 8 contractors) to deliver high-quality content for digital marketing activities. Drove production of content that generated millions of warm leads via website product pages and paid search landing pages as well as compelling customer journey messaging and collateral.

### ***New Century Financial***

**Nov. 2003 – Nov. 2006**

#### **Senior Editorial Manager**

Oversaw the production of high-quality editorial content for internal news articles, e-mail bulletins, web pages, press releases, ads and posters; designed information architecture for web pages and directed development of content. Developed widely read e-newsletter rated as "excellent" or "very good" by 90% of employees. Orchestrated commuter survey campaign to save company \$50,000 in fines.

## ADDITIONAL WORK EXPERIENCE

- **Skyworks Solutions**, Employee Communications Manager/Senior Editor
- **IBM** (formerly Candle Computer Corp.), Senior Editor
- **Ingram Micro Inc.**, Editorial Project Manager
- **Books on Tape, Inc.**, Director of Publications
- **Mazda Motor of America**, Public Relations Specialist/Service Publications Specialist

## HONORS

- **Award of Excellence**, ServiceNow: Recognized for innovative content development contributions to pivotal marketing campaign, "Put AI to Work."
- **Winner of President's Club Award**, Quest Software: One of four marketers out of 150 chosen to join elite salespeople on a rewards trip to St. Thomas
- **Workshop presenter at Quest Software National Field Marketing Meeting**: "Elements of Good Writing" (also available as [an on-demand course](#))
- **Workshop presenter at Quest Software Marketing Summit**: "Best Practices in E-Card and Landing Pages" and "Best Practices in Web Content Production" (also available as [an on-demand course](#))
- **Presenter at worldwide Ragan Communications Conference**: "Are They Really Buying This? How to Sell and Market to Your Employee Audience." (also available as [an on-demand course](#))
- **Helios Awards of Excellence for News and Feature Writing**: International Association of Business Communicators (IABC)

## EDUCATION / CERTIFICATION

- **Agile and Inbound Marketing Certification**: Managed by HubSpot, Aliso Viejo, Calif.
- **Bachelor of Arts, English**: California State University, Fullerton
- **Associate of Arts, Broadcast Journalism**: Long Beach City College, Long Beach

## LANGUAGES

- **Haitian Creole**: Fluency in speaking with advanced reading and writing abilities
- **French**: Intermediate ability in speaking, reading and writing

## PERSONAL

- **Board member, Elev8 Action Services** ([www.elev8.fund](http://www.elev8.fund)): Economic hope for Haiti through education and training
- **Publisher – Spilled Soup: Good-natured stories of miscues and bumbling**
  - **Podcast**: Interviews with notable people about their humorous foibles. [www.anchor.fm/spilled-soup](http://www.anchor.fm/spilled-soup)
  - **Written Stories**: A light-hearted look at some minor misadventures in life. [www.medium.com/spilled-soup](http://www.medium.com/spilled-soup)