

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 & CAMPAIGN CONTENT STRATEGY

I'm an accomplished leader in marketing content production and campaign content strategy for both external and internal communication. I direct and work alongside teams to deliver the right content for stages of the buyer's or employee's journey that will generate demand and drive engagement and ultimately increase revenue. I have a breadth and depth of experience in top-tier B2B marketing organizations to quickly know what's effective and act on it.

STRENGTHS

- Producing Compelling Copy
- Identifying Key Messages
- Critical Thinking and Analysis
- Repurposing Content
- Establishing Best Practices
- Simplifying Complex Information

SKILLS

- Digital and Content Marketing
- Inbound Campaigns
- Employee Communication
- Email marketing
- Marketo and StructuredWeb
- CMS, Dreamweaver and HTML
- Microsoft Office, Google Apps
- Agile Marketing

PROFESSIONAL EXPERIENCE

ServiceNow

March 2021 – Present

Content Strategist

Develop content journeys to nurture prospects and customers through the marketing funnel. Collaborate with subject matter experts to create marketing content assets used strategically in global campaigns and promotion.

Kontent Faktory

Oct. 2019 – Present

Content Director

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, marketing asset production, brand messaging and ghostwriting. Clients include BMC, Commvault, Dell, Lumen, NetApp, Nutanix, NVIDIA, Riverbed, ServiceNow, Tech Data, TIBCO and Veeam.

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.

- Built reputation of team as trusted content advisors on customer journey mapping.
- 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.
- Increased the number of assets created from repurposed content by 300% in one year.

PROFESSIONAL EXPERIENCE, Continued

New Century Financial Senior Editorial Manager

Nov. 2003 – Nov. 2006

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.
- Migrated web-based version of 401(k) enrollment instructions to the intranet, saving about \$40,000 a year in printing/mailing costs.

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

- **Content Marketing Workshop Leader**, Dell Software: Developed material for, organized and conducted a day-long educational event for entire marketing dept.
- **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”
- **Workshop presenter at Quest Software Marketing Summit**: “Best Practices in E-Card and Landing Pages” and “Best Practices in Web Content Production”
- **Presenter at worldwide Ragan Communications Conference**: “Are They Really Buying This? How to Sell and Market to Your Employee Audience.”
- **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

PERSONAL

- **Publisher – Spilled Soup: *Stories That Prove Any Hapless Clod Can Muddle Through Life***
 - **Podcast**: Interviews with notable people about their humorous foibles.
www.anchor.fm/spilled-soup
 - **Written Stories**: A light-hearted look at some minor misadventures in life.
www.medium.com/spilled-soup