

ED MAUSS

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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

Kontent Faktory / www.ed-mauss.com

Oct. 2019 – Present

Senior Content Strategist

Provide marketing content training, tools and services to help clients use their content to drive engagement, leads and revenue. This includes on-demand courses and templates as well as assistance with campaign content strategy, product messaging, website engagement, creative concepting, ghostwriting, copywriting and internal communications. Clients include HPE, Carrington Mortgage and Simplus Life Insurance.

Commvault Systems

Aug. 2016 – Sept. 2019

Senior Manager, 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%.
- Established multi-stage buyer's journey campaigns to increase partner adoption of demand-generation platform.
- Executed email marketing strategy to bring the highest number of participants ever to EMEA partner webinars.

Dell Software (now Quest Software)

Jan. 2007 – Aug. 2016

Senior Manager, Marketing Content & Communications

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.
- Established ghostwriting services to create hundreds of educational or entertaining assets used for marketing programs.

PROFESSIONAL EXPERIENCE, Continued

New Century Financial

Nov. 2003 – Nov. 2006

Senior Editorial Manager/Web Content Producer

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