

Monica Murphy

hello@monica-murphy.com | Austin, Texas | 512-294-1143

PROFESSIONAL SUMMARY

Versatile **Senior Content Marketing Manager** with in-house, creative agency and journalism experience. Adept at creating effective B2B content strategies that translate complex topics into compelling narratives. Skilled at developing multi-format, data-driven content that supports business goals across the buyer journey, improves search visibility, and delivers measurable results. Strong cross-functional collaborator who guides content from strategy and concept through creation to performance analysis.

[View my portfolio for examples of my creative and strategic work >](#)

EXPERIENCE

Senior Content Marketing Manager, Safeguard Global

MAY 2022 - OCTOBER 2024

- Developed content pillar messaging informed by cross-functional collaboration with Product Marketing and Demand Marketing teams, market analysis and competitive research to guide content creation for target audiences and accounts, ICPs and personas across the buyer journey.
- Planned and managed content/editorial calendar to support quarterly campaigns, aligning content across multiple touchpoints and delivering full-funnel content packages to drive measurable outcomes and support demand generation, brand/thought leadership, product launch efforts, sales enablement and customer cross-sell and retention.
- Developed and maintained brand and content guidelines to ensure tone, voice, storytelling and style were consistent and in alignment with company positioning and culture.
- Collaborated with Digital team to implement SEO best practices, analyze performance and refine content based on keywords, A/B test results, and other strategies to maximize effectiveness.
- Established and managed an internal searchable library of 500+ content assets, categorized by type, channel, theme/campaign, funnel stage and solution.
- Conducted quarterly content audits to identify gaps, optimize existing assets, identify repurposing opportunities, and prioritize future content development based on performance analytics and business goals.
- Led an internal team of writers, integrating AI tools to enhance content creation and streamline research and optimization, and managed freelancers and external creative agency relationships, providing strategic briefs, creative guidance and thorough feedback to ensure all content was on brand, on schedule and met stated objectives.
- Collaborated with Product team to support product launches and features updates.

Content Marketing Manager, Safeguard Global

JANUARY 2019 - MAY 2022

- Created diverse content types aligned with buyer journey and mapped to specific user needs and pain points—including blog posts, email and newsletters, paid and organic social, website copy, ebooks and white papers, case studies, video, infographics and sales enablement—in collaboration with design team and with a focus on storytelling and SEO best practices, contributing to a 72% increase in organic traffic YoY.
- Led complete content refresh strategy of 100+ country webpages, translating complicated international

employment requirements into straightforward compliance guides, contributing to a significant increase in traffic and leads.

- Led in-house design and implementation of website Resource Center and published content in CMS, collaborating with Digital team on strategy for optimizing content, including A/B testing.
- Developed content standards and processes to elevate quality, including instituting briefs and reviews, improving collaboration with broader Marketing team, and evaluating and implementing project management software to streamline content and Marketing initiatives.

Senior Copywriter, Harte Hanks

MAY 2018 - JANUARY 2019

- Created compelling narrative concepts for B2B and B2C clients in the technology, telecom, IT services, data center and financial services industries and wrote full lifecycle copy for a range of content types, including nurture emails, landing pages, websites, blogs, ebooks, digital and print display ads, direct mail, brochures, and paid and organic social media.
- Partnered with strategists to create marketing and sales tools, including buyer personas, sell sheets, value propositions, battlecards and sales decks.

Senior Copy Editor, Harte Hanks

NOVEMBER 2011 - MAY 2018

- Edited and proofread client marketing collateral according to brand and style guidelines for impact, clarity, consistency, grammar and punctuation.
- Edited and proofread in-house and external business communications such as client reports, news releases and strategy presentations.

Copy Editor and Page Designer, Austin American-Statesman

PREVIOUS TO NOVEMBER 2011

- Wrote and edited copy, headlines, photo captions and graphics text for print and online products.
- Designed compelling news section covers for print.

SKILLS AND EXPERTISE

- **B2B content strategy and creation:** Comprehensive content planning, calendar management, multi-channel and multi-format content creation, thought leadership development, storytelling, SEO best practices, sales enablement, content lifecycle management.
- **Cross-functional collaboration and leadership:** Project management, subject matter expert communication, agency and team management, feedback implementation, internal and external stakeholder engagement.
- **Writing and editing:** Copywriting and content writing, editing, proofreading, fact checking, brand voice development, style guide creation and management, AI-assisted content generation and optimization.
- **Platforms and tools:** CMS (WordPress, Uberflip, Contentful), project management (Monday.com, Wrike, et al), Adobe Creative Suite, Figma, Canva, Semrush, generative AI tools (Claude, ChatGPT).

EDUCATION

University of Texas at Austin, Bachelor of Journalism