

REBECCA MCINTYRE

B2B SaaS Content Marketing Leader

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Data-driven and customer-focused B2B SaaS marketing leader with 15+ years of experience and a track record of success helping B2B SaaS startups and tech/enterprise software companies drive brand awareness, affinity, and conversion through the strategic use of content and campaigns. Quick learner with meticulous attention to detail who consistently delivers high-impact results by leveraging specialized expertise in translating complex tech frameworks into high-converting revenue pipelines. Returning to full-time corporate leadership in 2026 following a dedicated family caretaking break.

PROFESSIONAL EXPERIENCE

RINGCENTRAL, Belmont, CA

Oct 2016–Sep 2022

Content Marketing Manager

Nov 2019–Sep 2022

Led enterprise content initiatives aligned with integrated marketing campaigns to achieve pipe and lead gen goals and drive brand awareness for RingCentral's vertical industry solutions and platform product marketing teams.

- Planned, managed, optimized, strategized, executed on content—from ideation to completion—across the funnel that supported PMM's messaging & campaigns & drove awareness, engagement, leads, pipe, & revenue
- Analytics POC for enterprise content: Leveraged analytics tools to build detailed data reports. Analyzed metrics and analytics to inform content strategy; shared insights with stakeholders
- Worked with cross-functional teams (product marketing, creative, SEO, web) and external parties (writers, content agencies) to create eBooks, web assets, infographics, white papers, blogs, solution briefs, research reports, and other thought leadership
- Drove brand awareness & grew pipeline in the healthcare market & other sectors by leveraging results-oriented tactics & developing targeted content for integrated cross-channel marketing campaigns

Product Marketing Manager

Nov 2018–Nov 2019

Collaborated cross-functionally and with external parties to drive the execution and delivery of GTM strategy, messaging, content, activities, and marketing campaigns for RingCentral's industry solutions.

- Ensured alignment of industry solutions messaging and positioning across the entire go-to-market approach—including themes, campaigns, and programs—while considering all routes to market
- Enabled sales to reach target prospects by developing broad industry & refined persona-based, vertical-specific messaging & positioning & creating tailored copy addressing customers' pain points & changing needs at each stage of their journey
- Increased company revenue & customer base by arming both direct sales reps and indirect channel teams with effective sales enablement tools, playbooks, and best practices for vertical industry solutions

Content Manager, Channel Programs

Oct 2016–Nov 2018

Drove sales by enabling indirect channel partners/customers. Led creative/strategic concept/copy development for influential marketing campaigns and engaging assets. Achievements: B2B Innovator Award by Demand Gen Report; RingCentral Path to Excellence Award; RingCentral Sales Ops Distinctive Performance Award.

- Tripled stats YoY on all programmatic measures by developing and consistently communicating an engaging channel brand identity that encouraged revenue-driving partner behaviors; won Channelnomics Best Marketing Initiative Award
- Promoted and built awareness of channel partner program by developing strategic editorial content

calendar and gaining mindshare for channel PR awards, ghostwriting for executive leadership, implementing social media strategy, and elevating thought leadership

- Strategically developed and tactically executed annual and quarterly partner communications and content plans, and ensured on-time, accurate creation of all channel programs team project deliverables—events, webinars, SPIFFs, training, newsletters, Partner Academies, new product launches, partner spotlights
- Defined/segmented audience; crafted content for diverse buyer personas & repurposed it for multiple audiences; translated ideas & creative concepts into written/verbal/visual assets
- Managed global localized partner portals & co-brandable content/collateral; developed localized programmatic tools/assets

CONTENT'D MARKETING, Denver, CO

Jan 2015–Dec 2018

Content Marketing Consultant

Developed strategies and supporting campaign content that resonated with target buyers. Enhanced clients' brand awareness, increased revenue growth, and acquired new customers by optimizing web properties, providing SEO copywriting/editing, executing social media campaigns, and creating email nurture campaigns.

OPENTOPIC, New York, NY

May 2014–Dec 2014

Marketing Manager

Strategized, managed, and measured digital and content marketing projects for a B2B SaaS content marketing startup. Oversaw a range of tasks to support lead generation, new customer acquisition, and brand awareness.

- Generated demand by developing and implementing cross-channel online content strategy—website, social media, blog, ads, emails, eBooks, case studies, white papers, sales tools, surveys, thought leadership
- Established KPIs to track/analyze marketing performance, and implemented testing and optimization ideas

LV COMMUNICATIONS INC., New York, NY

May 2011–Apr 2014

Marketing Communications Project Manager / Writer

Managed projects and developed strategic messaging & positioning at a consultancy specializing in helping B2B technology-based market leaders & Fortune 500 companies (MasterCard, AT&T) achieve their business objectives.

- Improved consultative selling results by enhancing integrated campaign materials for a large B2B product portfolio; researched, wrote, & edited engaging content across platforms, ensuring global brand consistency
- Grew client's \$2.6B line of business by providing messaging and project management as key contributor to global marketing initiative surrounding the commercialization of B2B technology products and solutions

EDUCATION

UNIVERSITY OF DELAWARE, Newark, DE

Bachelor of Arts

Double Major:

Psychology

Women and Gender Studies

Minor: Spanish

AWARDS, ACTIVITIES, & SOCIETIES

- University Honors Program
- Dean's List
- Woman of Promise Distinction Award
- Psi Chi, the National Honor Society in Psychology
- Psychology Research Assistant; Teaching Assistant

TECHNICAL SKILLS

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| • Project Management: Airtable, Wrike, Asana | • Metrics: Adobe Analytics, Tableau, ContentSquare |
| • CMS: Wordpress, Adobe DAM | • CRM: Salesforce |
| • Creative: Adobe, Canva | • Microsoft Office |
| • HTML & CSS (basic) | • Sales: Outreach.io, Highspot |
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