

Rebecca McIntyre

929.327.0028 (mobile)
Seattle, WA 98116

rebecca.r.mcintyre@gmail.com
linkedin.com/in/rebeccamcintyre

SENIOR CONTENT MARKETING MANAGER

Data-driven and customer-focused content marketing manager with 15+ years of marketing and editorial experience and a track record of success helping B2B tech/enterprise software companies drive brand awareness, affinity, and conversion through the strategic use of content. Quick learner with meticulous attention to detail who consistently delivers high-impact results through expertise in:

- Translating complex topics into compelling narratives and simple, digestible content in a variety of formats for use in multiple channels
 - Growing and cultivating vital relationships with cross-functional stakeholders, external parties, analysts, and executives
 - Multi-tasking and prioritizing projects from inception through completion in a dynamic, fast-paced environment
 - Driving pipeline by enabling sales & channel partners with the latest product training materials & content assets for prospecting
 - Directing the timely creation, development, and production of influential & engaging content & assets for marketing campaigns
 - Increasing ROI by leveraging analytical tools to measure and report on content performance and optimize based on results
-

PROFESSIONAL EXPERIENCE

RINGCENTRAL, Belmont, CA

Oct 2016 to Sep 2022

Content Marketing Manager

Nov 2019 to 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 industry solutions—healthcare, etc.—and platform product marketing teams.

- Planned, managed, executed, & optimized content from ideation to completion to drive awareness, engagement, leads, pipe, & revenue
- Strategized and executed on content across the funnel that supported PMM's messaging & campaigns and drove conversions
- 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
- Extended brand awareness and drove pipeline growth in the healthcare market and other sectors by leveraging results-oriented tactics and developing fresh, compelling content for integrated cross-channel marketing campaigns

Product Marketing Manager

Nov 2018 to 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 taking into consideration 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
- Enabled both direct sales reps and indirect channel teams with industry solutions, best practices, and sales playbooks

Content Manager, Channel Programs

Oct 2016 to Nov 2018

Drove sales by enabling indirect channel partners/customers. Led creative/strategic concept/copy development for influential marketing campaigns and engaging assets. Served as Sr. Manager, Channel Programs, US & EMEA, after position was eliminated.

- Increased company revenue & customer base by arming channel partners with effective sales enablement tools
- 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
- Crafted content for diverse buyer personas; translated ideas and creative concepts into written/verbal/visual assets
- Promoted and built awareness of channel partner program by developing strategic content calendar and gaining mindshare for channel PR awards, ghostwriting for executive leadership, implementing social media strategy, and elevating thought leadership
- Strategically planned, tactically executed, & 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 to meet needs of all business owners; created content and repurposed it for multiple audiences
- Managed global localized partner portals and co-brandable content/collateral; developed localized programmatic tools/assets
- Created and managed editorial calendar; developed and executed annual and quarterly partner communications and content plans

 CONTENT'D MARKETING, Denver, CO

Jan 2015 to Dec 2018

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 to Dec 2014

Marketing Manager

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

- Generated demand for company solutions by creating content to repurpose across channels—website, social media, blog posts, digital ads, emails, eBooks, case studies, white papers, sales tools, surveys, thought leadership—aligned with editorial calendar
- Drove brand awareness, customer relationships, and revenue by developing and implementing cross-channel online content strategy to promote firm's expertise across multiple vehicles
- Promoted customer-driven, engaging, innovative content via social media; ensured delivery on business goals
- Established KPIs to track/analyze performance of marketing efforts, and implemented testing and optimization ideas

 LV COMMUNICATIONS INC., New York, NY
Marketing Communications Project Manager / Writer

May 2011 to Apr 2014

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

- Researched, wrote, and edited engaging content across a range of vehicles, ensuring global brand consistency
- Improved consultative selling and results by enhancing integrated campaign materials for a large B2B product portfolio
- 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

 FRIEDMAN LLP, New York, NY

Nov 2009 to Apr 2011

Marketing Communications Coordinator

Managed the strategic and tactical planning and execution of multi-channel marketing initiatives—content, website, social media, sales, media relations, events, email, and thought leadership—for a 325-person financial services firm.

 HOLABIRD & ROOT LLC, Chicago, IL

July 2007 to June 2009

Senior Marketing Coordinator

Managed marketing, internal/external communications, and new business development / prospecting initiatives for a premier professional services firm. Was promoted within one year; led marketing department; and supervised and mentored direct report.

EDUCATION

 UNIVERSITY OF DELAWARE, Newark, DE
Bachelor of Arts

Double Major: Psychology + Gender Studies

Minor: Advanced Spanish Language + Literature

HONORS, AWARDS, & ACTIVITIES

- B2B Innovator Award (Demand Gen Report)
- RingCentral Sales Ops Distinctive Performance
- RingCentral Path to Excellence Quarterly Award
- Psychology Teaching & Research Assistants
- Dean's List
- Honors Program
- Psychology National Honor Society
- Woman of Promise Distinction Award

TECHNICAL SKILLS

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