

Jeanette Sherman

Content/Product Marketing

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Summary

Full-stack technology marketer with analytical and quantitative skills, thriving at the intersection of content and product marketing. Experienced content producer and editor who generates business value with out-of-this-world production capabilities and a talent for fast, accurate research and analysis on technology products, trends, and markets.

Experience

CMD Agency / Sr. Technology Copywriter (Intel Account)

FEB 2020 - PRESENT, PORTLAND, OR & REMOTE

Developing strategic content for major agency technology clients Intel and Microsoft. Creating messaging decks, white papers, solution briefs, social media copy, strategic messaging plans, one-pagers, web pages, video scripts, and more according to style guidelines and client requirements. Developed successful strategy to execute high-priority web content with higher on-time delivery rates. Worked closely with numerous SMEs to translate highly-technical product features into clear customer benefits.

Nuxeo / Sr. Content/Product Marketing Manager

JAN 2018 - FEB 2020, REMOTE

Creating conversations between the voice of the customer and the voice of the brand, at startup disrupting ECM and DAM and growing faster than any industry competitor.. Marketing to category-leading customers in CPG, finance, entertainment, and technology. Developed product launch materials for new SaaS offering and orchestrated go-to-market activities. Conducted website audit and built plan for 2019 website relaunch. Created content that influenced 3 of the 5 largest deals in company history.

Captricity / Content & Product Marketing Manager

JAN 2017 - DEC 2017, OAKLAND, CA & REMOTE

Content strategy and creation for a B2E startup with a customer base of America's largest insurance companies and government agencies. Worked directly with CEO to rebrand and develop messaging for C-suite executives. Oversaw content audit and prioritized website revision, reducing bounce rates by over 50%. Managed freelancers, interns, and outside agencies. Led product launch activities including market analysis, product messaging development, and creating sales enablement collateral.

Avalara / Lead Content Producer

MAY 2015 - JAN 2017, SEATTLE, WA

Global copy development for successful product launches in US, UK, India, and Brazil. Data-driven web copywriting with an eye toward A/B testing and audience development for a sales tax automation startup. Edited over 20,000 words per week while developing white papers and blogs. Created company's first In-House Style Guide. Coordinated freelancers and subject matter experts working across 5 continents.

Blackbird Publishing / Team Lead Writer/Editor

SEPT 2013 - MAY 2015, CHICAGO, IL

Full-time, in-house ghostwriting and editing of bestselling Kindle fiction at fast-paced startup using big data to guide development of creative content. Developed workflows and marketing strategies, promoted to team lead after 6 months. First book by my team debuted in Amazon Top 100. Responsible for doubling user numbers on opt-in mailing lists. Performed market analysis and social media research.

Laws.com / Editorial Director

JAN 2012 - SEPT 2013, REMOTE

Developed marketing content and worked as team lead for six writers. Promoted to editorial director with supervisory responsibilities, wrote 5000-6000 words of content daily involving detailed legal & marketing research. Developed SEO strategy from ground up to adapt to changing Google algorithms.

Daily & Weekly Newspapers / Writer & Editor

SEPT 1997 - SEPT 2007, VARIOUS LOCATIONS

Editing, reporting, and opinion writing for local daily and weekly newspapers in Rockford IL, Madison WI, Sacramento CA, and Panama City FL. Left decade-long journalism career to attend college, a lifelong dream I had previously been unable to pursue due to finances.

Education

University of Minnesota / B.A. History

Sept 2007 - June 2011, Morris, Minnesota

Presented research papers at multiple national and international scholarly conferences, finalist in The Nation's student essay contest, multiple team and individual awards for Mock Trial at regional and national levels.

Skills

Omnichannel content development, editorial calendar development, blogging, social media, product marketing including competitor and audience analysis, persona research, style guide creation, Jira, AP Style, Basecamp, project management, SEO, Google Analytics, Trello, Google Drive, editorial calendar development, persuasive and journalistic writing, media relations