



DENNIS SEBAYAN

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Technical Content Strategist, Marketing

Head of marketing, technical content strategist with strong writing abilities. Creates, edits and produces SEO B2B and B2C content including: SME blogs, thought leadership, white papers, infographics, videos, websites and social media. Takes complex ideas and conveys them succinctly for technology decision makers in multiple verticals. Collaborates across all business functions including sales, customer success, C-Suite and operations. Logical thinker, problem solver empowering web developers, video editors, technical writers, graphic designers, project managers and marketing coordinators to succeed. Background in journalism, publishing, media marketing, public relations and business analysis.

<https://dennissebayan.journoportfolio.com/>

SKILLS

Technical Content Strategy, SEO, Public Relations, Cybersecurity and Threat Modeling SME, Financial Writing, Social Media, Marketing Program Management, Business Analysis, HTML, Pardot, SharePoint, Visio, Microsoft Office, WordPress, Graphic Design, Adobe Acrobat, HootSuite, MailChimp, 70 WPM, AP Style, ISO27001 Certified ISMS Lead Implementer, Human Centered Design, Spanish

MARKETING EXPERIENCE

Head of Marketing

ThreatModeler Software, Inc.

7/19 – Present

Jersey City, NJ

- Execute and manage marketing programs including technical content (for sales, customer facing and marketing), public relations, and social media leveraging Pardot marketing automation.
- Negotiate pricing and scope for talented professionals and manage their assigned projects, while managing budgets.
- Increased traffic and time spent on corporate websites by 50% (YOY), overseeing content development for key collateral including: blog, white papers, website, email blasts, data and sales collateral, videos and social media.
- Became a cited SME on threat modeling, attack surface analysis, security controls, and cybersecurity.
- Led content strategy and development for corporate website relaunch.
- Created bespoke content for an integrated media marketing campaign promoting joint partnership with AWS to engage prospects and customers driving 330 webcast registrants.
- Initiated and managed public relations projects leading to the placement of the CEO and company in over 25 publications, including Entrepreneur, CSO Online, Forbes and Wikipedia.
- Executed major rebranding of sales and marketing collateral including video, text, layout and graphics.
- Created and finalized technical user guides for joint partnership with AWS.

Ultra Music Festival

Media Marketing

1/04 – 4/13

Brooklyn, NY

- Executed global marketing campaigns building consumer awareness of a leading music festival brand.
- Forged media partnerships and sponsorships with leading global publications (US, UK) ensuring press coverage.
- Led negotiations between clients and festival organizers; drafted terms for marketing agreements.
- Provided hospitality services to marketing partners and their clients during the festival.
- Directed programming for a global, syndicated radio show on Sirius XM Radio with 500,000 listeners weekly.

EDITORIAL AND COPYWRITER EXPERIENCE

Technical Writer

Rutgers University

- Developed and deployed content strategy in close collaboration with university board members for website containing procedures to use the Box cloud application.
- Wrote all content and linked to existing content for <https://box.rutgers.edu/>.
- Led the document change management process.

Marketing Copywriter

09/17 – 5/18

IT Governance Ltd

New York, NY

- Wrote technical SEO marketing content for daily blogs, brochures, websites, green papers, pocket guides, etc.
- Maximized SEO efforts on blog and website content leading to a 5% growth in readership.
- Partnered with product managers to fulfill ITG objectives and provided compelling guidance on focused messaging.

Hearst Corporation

12/13 – 1/14

Copy Editor

New York, NY

- Copy edited and migrated corporate website content to a new CMS.
- Transferred all press releases dated 2013-1995 to CMS on a tight deadline for new website launch.
- Performed in-depth usability testing on the staged website and reported problems for resolution.

SmartAsset

4/13 – 2/14

Freelance Writer

New York, NY

- Authored daily SEO articles on financial topics to market a finance decision-making application.
- Researched and analyzed data from leading financial information resources.

Who's Who Publishers

7/12 – 2/14

Freelance Communications Specialist

Brooklyn, NY

- Wrote content for websites, email marketing campaigns, newsletters and press releases.
- Drafted, enhanced customer service and boilerplate correspondence.
- Proofread biographical profiles for publishing in a client registry.

LexisNexis Martindale-Hubbell

7/13 – 8/13

Copywriter

New Providence, NJ

- Conducted creative consultations with client law firms ingesting business needs including audience, market positioning and practice areas to generate compelling website content.
- Defined content strategy in creative briefs used by project managers and content writers.
- Developed SEO content and established tone and style.
- Managed workflow from initial consultation to finalized content approval.

Who's Who Publishers

6/07 – 7/12

Director, Web Content and Social Media

Uniondale, NY

- Developed and executed content strategy for all online properties including corporate website.
- Built and managed social media presence; continually posted SEO content increasing audience engagement.
- Managed a social media community, moderating content and overseeing customer success initiatives.
- Strategized with executives to direct communication plans and public relations campaigns.
- Ghost wrote marketing communications on behalf of corporate spokesperson Donald Trump Jr.
- Addressed incoming client complaints and distilled customer retention messaging.
- Led online reputation management activities including monitoring, flagging, escalating and responding to posts.

- Partnered with legal counsel to strategically create anti-fraud affidavits for litigation leading to court trial wins with tens of thousands of dollars in monetary gains.
- Coordinated an affiliate marketing program in partnership with Nationwide Insurance.

Editor-in-Chief

2/08 – 9/10

- Directed development, content creation and production of the 300+ page Top 101 Industry Experts paperback book.
- Managed overall book design including cover art, original iconography and chapter layout.
- Collaborated with C-Suite, sales, editorial staff and stakeholders to streamline production.

Senior Editor

6/07 – 2/08

- Contributed to major projects for corporate branding, SEO, digital media and product development, including training editorial staff on best practices.
- Authored, proofread and copy edited key B2B and B2C communications.
- Drafted copy for direct marketing, PURL landing pages, banner ad campaigns and newsletters; tested campaign performance; optimized as needed in collaboration with marketing managers.

Onbeat.com

1/06 – 4/07

Managing Editor

Brooklyn, NY

- Directed content strategy for an urban music and lifestyle website.
- Trained and managed five freelance writers.
- Provided supplemental editorial content as needed.

Club Systems International

10/06 – 4/07

Consulting Managing Editor

Port Washington, NY

- Directed production of a monthly B2B magazine covering the nightclub industry.
- Authored, proofread and copy edited articles.
- Partnered with art and advertising departments, optimizing content and pagination layout.

BUSINESS ANALYSIS EXPERIENCE

New York City 311

2/14 – 10/16

Business Analyst

New York, NY

- Led business analysis for implementation of a \$25 million customer relationship management (CRM) system.
- Managed content for a request for services (RFP); wrote CRM business requirements.
- Advised on the development of NYC 311's non-emergency services plus emergency 911 escalation mobile application including its UX design and service expansion, leading to a publicized adoption of IBM Watson AI.
- Analyzed business processes to optimize agency-wide operations.
- Leveraged citywide data analytics (via business intelligence tools) to report to senior leaders.
- Facilitated, led and presented at stakeholder meetings including business and technology stakeholders enabling critical decision making for citywide initiative improvements.
- Developed and deployed mobile app customer satisfaction survey program benchmarking annual metrics.

OTHER EXPERIENCE

Freelance Editor

1/02 – 1/10

Print and Digital Publications

Brooklyn, NY

- Authored and edited content for national publications including URB, OUT, NY Daily News and DJ Times.

EDUCATION

Bachelor of Arts in English, State University of New York at Buffalo

9/02