

MARIE A. DALAND



GLOBAL CONTENT
MARKETING AND
COMMUNICATIONS
STORYTELLER

CONTACT

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San Diego, CA

SKILLS

Technical Skills

- Microsoft 365 ecosystem
- CRM | Salesforce
- Creative | Adobe Creative Suite, Sketch, Lumen5, Figma
- Gen AI | Jasper AI, Copilot, ChatGPT5
- Email | Marketing Cloud, Marketo, Constant Contact, MailChimp
- Project Management | Wrike, Trello, JIRA, Basecamp, Planner
- CMS | Adobe AEM, Drupal, UMBRACO, Wordpress
- Social | Sprout Social, Meltwater, Hootsuite
- Media Relations | PR Newswire, Intrado, Meltwater, Hubspot

Soft Skills

- Communication & presentation
- Writing / editing
- Global brand storytelling

PROFESSIONAL SUMMARY

Strategic communications leader with 10+ years shaping global narratives for complex, high-impact programs across technology, enterprise transformation, and regulated industries. I help organizations build trust through clear, consistent messaging that strengthens brand reputation and aligns stakeholders. Experienced in executive communications, global campaign development, and cross-functional collaboration, I translate technical and business complexity into stories that are accessible, engaging, and memorable. I thrive at the intersection of strategy and execution — driving content programs that enable business growth, reinforce brand integrity, and inspire understanding and action.

EXPERIENCE

June 2022 - Present

Global Content Director

Kyndryl, Remote, CA

- Lead global content marketing strategy for enterprise-wide transformation initiatives (Generative AI, SAP modernization, agentic automation), helping diverse stakeholder groups understand change, impact, and strategic value.
- Develop executive-level narratives, customer stories, thought leadership, and campaign messaging that reinforce organizational priorities and strengthen brand trust.
- Partner with global marketing, product, sales, and enablement teams to align messaging across regions, ensuring clarity, consistency, and audit-ready accuracy.
- Oversee campaign activation and global adoption programs, driving standardized communication frameworks and ensuring content quality across all markets.
- Manage high-level stakeholder relationships, facilitating cross-functional alignment in matrixed environments.
- Track and present performance metrics to senior executives, strengthening measurement rigor and driving continuous improvement.

October 2021 - May 2022

Content Marketing Manager

Bitcoin IRA, Remote, CA

- Directed multi-channel brand, content and communication strategy across paid, owned, and earned channels.
- Developed strategic messaging for leadership, including press statements, executive communications, and media-facing assets.

- Executive communications
- Messaging strategy
- Project management
- Content strategy & management
- Performance analytics
- Audience segmentation
- UX content design
- Generative AI content strategy & development
- SEO / AIO / AEO

LANGUAGES

- **English**
Native / Fluent
- **Spanish**
Conversational
- **Tagalog (Filipino)**
Conversational
- **German**
Beginner

CONNECT WITH ME...

- **LinkedIn**
<https://www.linkedin.com/in/mariedaland/>
- **Portfolio**
<https://www.mariedaland.com/>

REFERENCES

- *Upon request*

- Produced sales enablement and marketing collateral that aligned to business goals and brand voice.
- Built process improvements to enhance content governance, operational efficiency, and cross-team alignment.
- Used data insights to refine content for engagement, clarity, and audience trust.

January 2017 - January 2022

Freelance Writer & Content Strategist

Self-Employed, Remote, CA

- Produced marketing, brand, and executive content across B2B, B2C, and professional services clients.
- Consulted on content strategy, digital marketing, PR, trust messaging, and executive storytelling.
- Translated complex business propositions into accessible narratives that supported brand strength and client relationships.

August 2019 - March 2020

Senior Marketing Communications Manager

CV Sciences, Inc., San Diego, CA

- Directed external communications, brand strategy, PR, and marketing content across highly regulated industries.
- Ghost-wrote C-suite communications and thought leadership that enhanced corporate reputation.
- Delivered investor-facing communications and GTM content that required careful accuracy, risk awareness, and compliance.
- Achieved a 20% increase in engagement through strengthened content operations and brand alignment.

June 2018 - August 2019

Marketing Communications Manager

American Council on Exercise, San Diego, CA

- Led content strategy and brand communications across digital channels.
- Developed executive communications, press materials, and thought leadership aligned to brand positioning and organizational mission.
- Strengthened digital presence and improved engagement through strategic storytelling.
- Built GTM-aligned messaging and sales support content to drive awareness and credibility.

November 2017 - May 2018

Content Strategist / UX Copywriter (contract)

Intuit, San Diego, CA

- Developed SEO/UX copy for web pages, emails (B2B & B2C), and digital ads, ensuring clarity, usability, and brand consistency.
- Presented content design explorations, hypotheses, and testing plans to stakeholders.
- Conducted A/B and dry testing to validate messaging effectiveness.

- Collaborated across UX design, research, engineering, PM, and strategy teams in a highly matrixed environment.

January 2016 - November 2017

Marketing Manager

Arctic Zero, Inc., San Diego, CA

- Directed digital content strategy and managed integrated campaigns and influencer programs to strengthen brand presence.

February 2014 - December 2015

Senior Marketing Consultant

LPL Financial, San Diego, CA

- Developed compliant GTM strategies and managed regulatory content workflows for high-scrutiny communications.

September 2013 - February 2014

Content Strategist / UX Copywriter (contract)

Intuit, San Diego, CA

- Drafted SEO/UX copy across landing pages, in-product flows, and mobile/desktop interfaces and leveraged audience insights, research and usability testing to optimize customer understanding to deliver clear and consistent experiences.

November 2010 - July 2013

Senior Copywriter

Petco Corporate, San Diego, CA

- Crafted UX, SEO, and retail content for national campaigns; developed internal educational content distributed across all retail locations.

EDUCATION

June 2010

M.A. in Communication

San Diego State University, San Diego, CA

June 2003

B.A. in Mass Communication (Advertising)

San Diego State University, San Diego, CA

CERTIFICATIONS

- Google Analytics Certification
- Salesforce CRM Certification