

# Jan Welborn-Nichols

Content Marketing Head | B2B Writer | Creative Services Head

Experienced head of content marketing with more than 25 years of experience is ready to build a content marketing engine for your cloud tech company, driving lead generation, website engagement, and sales pipeline velocity to achieve strategic business objectives.

## Work History

2018-10 -  
Current

### Head of Content Marketing

*OptiPrERP Software, Inc., Laguna Hills, CA*

- Developed 40 content assets quarterly, driving MQLs to accelerate sales pipeline.
- Worked with global team and external agency, increasing web page engagement by 40%.
- Wrote copy for email marketing campaigns, increasing click-through to just over 20%.

2016-04 -  
2017-09

### Head of Content Marketing

*BigTime Software, Inc., Chicago, IL*

- Wrote blog posts, increasing cadence from 1x mo. to 1x week.
- Increased web page engagement from 8 seconds to 95 seconds.

2012-09 -  
2015-12

### Head of Corporate Marketing | Creative Services

*Plex Systems, Troy, MI*

- Managed re-branding, increased name recognition by 35% with \$1.2M advertising budget.
- Led internal creative team of 4, producing, re-purposing 150 content pieces quarterly.

## Education

1974-09 -  
1980-06

### Master of Arts: Voice And Opera

*University of Missouri - Kansas City - Kansas City, MO*

## Contact

### Address

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### Phone

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### E-mail

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### LinkedIn

<https://www.linkedin.com/in/jannichols/>

### WWW

<https://jannichols1.journoportfolio.com/>

## Skills

Writing | editing



Excellent

Strategic content planning



Excellent

Digital content generation



Excellent

Digital content management



Excellent

Meeting deadlines



Excellent