

Lucia Herrera

Content Marketing | Strategy, Storytelling & Copywriting

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Content marketer specializing in technical software across a variety of industries. I learn complex products quickly, build the strategy and systems behind a content program, conduct market and industry research, and collaborate with product, engineering, and leadership teams to create audience-focused content that earns credibility.

PROFESSIONAL EXPERIENCE

Content Marketing Specialist | Syspro | Remote | Oct 2025 – Present

- Own content strategy and editorial planning for a B2B SaaS ERP company, building an editorial roadmap tied to campaign priorities, product launches, vertical targets, and business goals.
- Write and edit campaign, product, and thought leadership content across the buyer journey including whitepapers, blogs, case studies, one-pagers, and product web copy tailored to ICPs in manufacturing and distribution audiences.
- Built editorial systems from scratch including guidelines, an editorial calendar, and a cross-functional dashboard giving teams real-time visibility into content status and live assets.
- Collaborated with product, product marketing, and technical teams on playbooks, software evaluation content, sales enablement, and more than 15 migration guides supporting product sunsets.
- Collaborated with brand and communications to develop a thought leadership and communications plan, shaping executive positioning and content strategy aligned to organizational priorities.
- Use AI tools (Claude, ChatGPT) to accelerate research, drafting, and SEO analysis while maintaining quality and editorial standards throughout.
- Work across demand generation, product marketing, brand, PR, and sales to keep content in use after launch, refreshing when applicable.

Content Marketing Manager | ESO | Austin, TX | Jul 2023 – Oct 2025

- Won 'Marketing Rockstar' award in Q1 2024 after being nominated by peers, along with earning High Impact ratings for five consecutive quarters, recognized for delivering quality content at volume without sacrificing quality.
- Owned content strategy and editorial roadmap across Fire, EMS, and Hospital verticals, building a content engine that served product and feature launches, campaigns, tradeshow/conferences, and thought leadership simultaneously.
- Developed messaging frameworks, editorial guidelines, and brand voice standards, and directed production with in-house designers, agencies, and freelancers through creative briefs.
- Wrote and edited industry, clinical, and technical content for audiences including fire chiefs, EMS directors, hospital administrators, and technical product evaluators, collaborating with researchers, product teams, and SMEs to write with credibility.
- Managed nearly 100 content pieces in a single quarter and five major white papers in Q1 2024, tracking performance and iterating based on what was driving engagement and pipeline.
- Led content for ESO's annual Fire, EMS, and Trauma Index reports, coordinating research, design, and product marketing, then building each into a full campaign across blog, email, landing pages, social, paid, and video. In Q2 2025 the Fire and EMS Indices influenced 1.9 million and 6.7 million in pipeline.
- Conducted interviews with executives, customers, and industry leaders across formats including video interviews at the annual Wave conference, virtual calls, and email outreach, turning conversations into customer stories, videos, and positioning insights.
- Built ESO's content infrastructure, including a centralized SharePoint content library and a company-wide dashboard giving stakeholders real-time visibility into content status, both described by leadership as foundational.
- Built technical product content including a quarterly roadmap-update blog series for software evaluators, competitor comparison one-pagers, and product documentation guides with workflow visuals, working with product and developers to keep details accurate.

Freelance Content & SEO Writer | Self-Employed | Remote | May 2023 – Present

- Write high-volume SEO explainers and how-to guides for clients including Adobe, covering a wide range of business and technical topics, from invoicing and compliance to SOC2, workflow automation, and API basics, learning each subject quickly.
- Conduct keyword research, identify content opportunities, and map copy to distribution strategies to improve organic search performance.

Content Marketer | TrueAccord | Remote | Mar 2022 – Apr 2023

- Built and executed content campaigns across web, blog, social, and email, writing copy for organic and paid channels and tracking performance against engagement and conversion goals.

Digital Marketing Associate | INT, Inc. | Houston, TX | Jan 2020 – Feb 2022

- Produced content across formats including blogs, ebooks, whitepapers, case studies, videos, and infographics for diverse B2B audiences across the buyer journey.

SKILLS

Strategy: Content Strategy, Editorial Roadmap Development, SEO/AEO, Go-to-Market Content, Messaging Frameworks, Sales Enablement, Thought Leadership, Distribution Strategy, Technical Product Narratives

Execution: Copywriting, Copy Editing, Technical Writing, Long-Form Content, Product Content, Customer Success Stories, Creative Briefs, Video Scripts, Campaign Content, Web Content

Technical: Claude, ChatGPT, WordPress, HubSpot, Marketo, Salesforce, Smartsheet, SEMrush, Google Analytics, Microsoft Suite, Adobe Creative Suite, Canva, Camtasia, Basic HTML/CSS

EDUCATION

B.S. in Advertising and Marketing Communications | Fashion Institute of Technology, New York, NY