

JILLIAN OGAWA

B2B Content Marketing | Editorial Strategy | Executive Thought Leadership | SEO & AI Discoverability | PR & Communications

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PROFESSIONAL SUMMARY

B2B content marketer and communications professional with 15+ years of experience and a journalism foundation. Skilled at research, journalistic writing, and structuring content that supports evolving best practices in search engine optimization and user experience. Content strategy experience includes developing editorial programs for enterprise SaaS and AI companies that support brand narrative, the customer journey, and demand generation goals—spanning thought leadership, blogs, web copy, product explainers, decision-stage conversion content, and press releases. Skilled in developing category-defining content, applying a journalistic approach to translate complex or emerging technologies for non-technical audiences and position companies as thought leaders in rapidly evolving spaces. Has held roles across marketing, communications, and content marketing functions, working collaboratively with cross-functional teams—including founders, senior leadership, and product marketing—and bringing strong project and stakeholder management skills that keep content aligned with business goals, brand strategy, and evolving priorities.

CORE COMPETENCIES

Content Strategy & Roadmap Ownership | Structured Content for Search & AI Discoverability | Decision-Stage & Conversion Content | SEO & Organic Pipeline Growth | Editorial Standards & Governance | AI-Assisted Workflows (Gemini, Claude, ChatGPT) | Content Refresh & Velocity Programs | Executive Thought Leadership & Ghostwriting | PR & External Communications | Cross-Functional Collaboration | SME & Freelancer Management | Product Marketing Support | B2B SaaS | SEMrush | Google Search Console

PROFESSIONAL EXPERIENCE

CENSIA San Francisco, CA
Head of Content Marketing

March 2025 – Present

Currently serving as Head of Content Marketing for an AI-powered workforce intelligence startup, owning content strategy and organic visibility while developing structured thought leadership and demand generation content for HR and talent leaders in a lean, fast-moving B2B SaaS environment.

CONTENT STRATEGY, TECHNICAL CONTENT AND VERTICAL STORYTELLING

- Owns and aligns editorial and content strategy across product marketing, demand generation, and executive communications, positioning Censia as a category leader in AI-powered talent intelligence and workforce transformation.
- Applies a journalism foundation to story development by sourcing insights from executives, product engineers, and subject matter experts, and identifying angles that connect to the trends and pressures enterprise buyers are facing.
- Translates technically sophisticated product capabilities—including AI tools, workforce data platforms, and enterprise software—into clear, compelling content for non-technical B2B buyers.
- Develops a balanced content mix spanning long-form assets (white papers, solutions guides, research reports) and short-form thought leadership (LinkedIn posts, blogs, email copy), aligned with awareness and demand generation goals.
- Writes and manages SEO-led blogs that grow organic traffic and reinforce category leadership in skills intelligence and workforce transformation.
- Manages the full content production lifecycle from concept through publication—overseeing drafting, stakeholder review, revision cycles, and final approval.
- Manages editorial calendar across content programs, coordinating stakeholder reviews, SME contributions, and publication timelines for consistent, on-time delivery.
- Develops category-defining content to position Censia in the emerging work redesign space, building a consistent narrative framework as company messaging evolved to establish and own a new market category.

PRODUCT MARKETING SUPPORT

- Leads content and communications strategy for product launches—coordinating across product, engineering, and executive teams to deliver cohesive positioning across web, product, and external channels.
- Develops solutions overviews and digital storytelling assets for a rapidly evolving product content category, translating product value into clear, engaging narratives for business and technical stakeholders who influence purchase decisions.

DEMAND GENERATION SUPPORT

- Develops talk tracks and post-event nurture content for webinar programs and partner networking events, extending event engagement and driving continued audience interaction into pipeline activity.
- Coordinates outreach sequences in HubSpot, turning marketing events and content engagements into structured nurture campaigns that connect demand generation activity to sales motion.

SALES ENABLEMENT

- Partners with product and sales stakeholders to align content with pipeline priorities, product launches, and evolving buyer needs.
- Supports Workday partnership and sales teams by developing content assets and messaging strategy that enable joint GTM storytelling, reinforce co-sell positioning, and drive pipeline conversations.
- Produces a recurring sales newsletter for Workday sales reps, delivering timely customer wins, product updates, and talk tracks tied directly to active deals.

EVENT MARKETING SUPPORT

- Provides marketing support for sales outreach events including Workday Rising, partnering with sales teams to develop event messaging, booth collateral, and customer-facing content that supports in-person selling.
- Develops event-specific content and sales support materials—including briefing documents, one-pagers, and leave-behinds—tailored to in-person buyer conversations and conference environments.

EXECUTIVE COMMUNICATIONS AND THOUGHT LEADERSHIP

- Ghostwrites executive thought leadership published with the World Economic Forum and Forbes Technology Council, translating senior leadership perspectives into externally visible narratives on AI and workforce innovation.
- Prepares CEO and senior executives for external events, speaking engagements, and podcast interviews by developing talking points, briefing materials, and narrative frameworks.
- Manages Censia's LinkedIn editorial program, producing carousel posts and thought leadership content that translates product messaging and company positioning into audience-facing narratives.

AI-AUGMENTED WORKFLOWS AND CONTENT OPERATIONS

- Develops and applies AI-augmented content workflows using ChatGPT and Claude for planning, briefing, drafting, and audience variation, increasing content velocity while maintaining editorial quality and brand voice consistency.
- Applies AI tools for research and competitive positioning, surfacing market trends, competitor messaging, and audience language to inform content strategy and editorial priorities.
- Uses AI tools to analyze customer conversations and surface insights that inform content strategy, ensuring editorial programs reflect real buyer language, emerging pain points, and audience priorities.
- Develops and maintains editorial guidelines and a knowledge base to standardize structure, voice, and quality for both AI-assisted and freelance-produced content.

WORKDAY Pleasanton, CA

January 2019 – November 2024

Senior Content Marketing Manager

Led content strategy and thought leadership for a global HR enterprise audience, developing research-driven editorial and demand generation content explaining the business impact of Workday HCM applications—including workforce planning, payroll, and talent management—for financial services companies and large enterprises deploying HCM solutions.

EDITORIAL STRATEGY & SEO

- Led a cross-functional SEO Center of Excellence with a team of six, implementing SEMrush, Conductor, and Google Search Console into the content creation workflow—generating a year-over-year increase in organic traffic through standardization of on-page and backend SEO elements and expanded keyword coverage across blogs.
- Served as key SEO advisor on glossary-style topic pages and long-form content, partnering with global campaigns and digital marketing teams to secure page-one and page-two rankings for non-branded keywords, driving visibility and traffic to product pages.
- Achieved first-page rankings for target keywords by developing blog series targeting high-volume informational search intent queries, increasing visibility and driving traffic to product pages.
- Developed structured content refresh processes for high-traffic editorial assets, updating heading structure, semantic alignment, and proof points to maintain ranking performance and engagement over time.
- Researched target audience needs and tailored content accordingly, ensuring editorial programs remained aligned with the priorities and pain points of HR leaders and enterprise decision-makers.

RESEARCH & THOUGHT LEADERSHIP CONTENT

- Produced diverse thought leadership content on trending HR topics—including AI's impact on HR, the future of work, and skills-based organizations—across multiple formats: blogs, podcasts, videos, e-books, and web content.

- Translated complex AI and global workforce research data into research reports, white papers, and solutions guides for HR and business leaders, driving qualified organic traffic and informing buyer decision-making.
- Aligned content with business objectives and key stakeholders and decision-makers by collaborating with executive stakeholders, SMEs, product marketing, global campaigns, and the PR team.
- Coordinated and managed internal SMEs, external contributors, and guest authors, maintaining editorial standards and brand voice consistency across all contributed content channels.
- Collaborated with the Social team to co-develop and distribute content across social media platforms, extending reach and driving audience engagement on HR and workforce technology topics.

CONTENT PERFORMANCE & ANALYTICS

- Transformed content performance data (reach, visibility, engagement) into actionable strategies, applying analytics insights to establish refresh cadence and systematically prioritize high-value content updates.
- Tracked KPIs including organic traffic, engagement, and content-influenced pipeline for editorial programs covering AI adoption, skills-based organizations, and global workforce management.
- Managed projects and coordinated across internal and external teams, ensuring timely delivery aligned with full-funnel campaign goals; communicated content program status and results to stakeholders.

VIDEO & EXECUTIVE PROGRAMS

- Produced Future Forward HR video series—storyboarding, scripting, and coordinating on-camera interviews with Workday leaders covering workforce technology trends, achieving high employee advocacy and organic viewership through strategic repurposing across LinkedIn Live, social media clips, and blog posts.

PARTY CITY Pleasanton, CA

August 2016 – January 2019

Web Content Editor | Digital Communications

DIGITAL EDITORIAL & CONTENT OPERATIONS

- Led migration and restructure of 500+ pages of editorial content during a major website redesign, coordinating across editorial, marketing, and technical teams.
- Managed digital editorial calendar and content strategy supporting large-scale web platforms, maintaining consistency and quality across a high-volume, fast-moving content operation.

ADAPTIVE INSIGHTS Palo Alto, CA

April 2015 – October 2015

Web Content Developer (Contract)

TECHNICAL WRITING & CUSTOMER SUCCESS CONTENT

- Produced 100+ customer success stories explaining financial analytics and business intelligence platforms, translating complex product capabilities into clear, audience-specific content for B2B buyers.
- Contributed to the launch of a redesigned corporate website through content development and user testing.

VARIOUS TECHNOLOGY CLIENTS Cisco Investments, Tipalti, Adaptive Insights

2011 – 2019

Freelance Technical & Digital Communications Writer

B2B TECHNICAL & EDITORIAL WRITING

- Produced technical communications, case studies, and editorial content for enterprise software and financial technology organizations, translating complex product capabilities into clear, audience-specific content for B2B buyers.

ADDITIONAL CAREER EXPERIENCE

Media Relations Coordinator — St. Mary Mercy Hospital, Livonia, MI | 2012–2013

Produced award-winning communications for a healthcare system including marketing materials, media releases, and digital content for medical service lines. Earned 2013 Aster Award Gold for Excellence in Medical Marketing.

Public Relations Specialist — Bluegrass Community & Technical College, Lexington, KY | 2008–2011

Developed communications strategy and content for a higher education institution. Received dual Gold awards (District 2 and National) from the National Council of Marketing and Public Relations.

News Reporter — Lexington Herald-Leader, Lexington, KY | 2005–2008

Built foundational research, interviewing, and deadline-driven writing skills covering courts, government, and community affairs for a regional daily newspaper.

EDUCATION & CERTIFICATIONS

Brigham Young University — B.A., Communications (Print Journalism) | Provo, UT

UC San Diego Extension — Copyediting Certification

TECHNICAL TOOLS

SEMrush | Google Search Console | Adobe Analytics | Adobe Experience Manager | Conductor | Workfront |
Canva | PR Newswire | Cision

AI Workflow Tools: Gemini | Claude | ChatGPT | HeyGen (video & animation)