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Top Skills

SME development
Blogging
Software as a Service (SaaS)

Certifications

Special Certificate in Marketing &
Technical Writing
PCI DSS Compliance
PII Compliance
HubSpot, Inbound Marketing
Overcoming Cognitive Bias

Publications

The PMS/CRS Connection:
Mastering their Integration to
Maximize Distribution
A Different Power: Female
Executives in Hospitality Technology
Why Owners Should Expect More
Data Transparency from Their
Contractors
Batten Down The Hatches: SHR
Sets A New Course For The Future
Of Hotel Tech With Force10™
Digital Thread & Digital Twin: The
Hidden Project Asset

Paula J. Perrin

Trusted B2B Storyteller | Content Creation & Management | Software
Greater Phoenix Area

Summary

As a HubSpot-certified marketing content professional, it's my job to help take the guess work out of your content goals. Through traditional and digital media, deep interviewing, AI and SEO, my approach centers on relevant, audience-driven storytelling with customer empathy always at the forefront.

Formats include SME and client interviews, case studies/success stories, SEO blogs, webinars, podcasts, white papers, speaker events, and gated assets for broad and focused audiences.

Applications span Teamwork, Air Table, SharePoint, Media Valet (DAM), Mural, Adobe Acrobat Pro, Dropbox, HubSpot, WordPress, Trello, Basecamp, Buffer, Sprout Social, Meet Edgar, and the full Microsoft Office Suite, with new apps being added for growth.

Experience

InEight

4 years

Sr. Marketing Content Manager, Industry Solutions

2021 - 2024 (3 years)

Scottsdale, Arizona

Strategized, planned, created and managed virtually all marketing and sales content, branding InEight as a leader in the global construction project SaaS field. Specialized in case studies, thought leadership, client interviews and market-analytic SEO blogs, plus webinars and events with both SMEs industry players.

- Led content strategy, planning, creation and management for 16 business product categories
- Increased SEO monthly blog production by 382% to lead all incoming web traffic sources
- Achieved page-one rankings for 79 key priority SEO industry search terms

- Worked with ABM, Paid and Earned Media teams tailoring content for maximum engagement

Marketing Manager, Industry Solutions

2020 - 2021 (1 year)

Scottsdale, Arizona, United States

- Served as marketing team lead for Industry Solution Evangelists (internal SMEs)
- Produced and promoted the highly regarded, yearly Global Capital Projects Outlook report
- Owned all content and marketing calendars

SHR

Sr. Marketing Content Manager

2016 - 2019 (3 years)

Houston, Texas Area

Produced, wrote and managed virtually all digital and traditional marketing, corporate, technical, and product content, telling the SHR story and branding the company as a unique leader in its global hospitality SaaS space.

Specialized in in-depth interviews, case studies, and market-analytic SEO blogs with both clients and associates. Initiated, directed and managed marketing projects, PR, and processes across all departments from conception to distribution.

Highlights

- Team-launched Windsurfer® Essentials/Enterprise CRS, SHR RZR (Analytics) nSight for Travel (Predictive Marketing), and Wave™ RMS products
- Conducted in-depth interviews with clients, SMEs, and associates to create valuable profiles
- Owned all content and marketing calendars, including partner content sharing
- Focused on clients with Spotlights, Buyer Journey Profiles, and Hotel Tech podcasts
- Increased lead generation by 82% via case studies, SEO blogs, and co-branded live webinars
- Gave traction to sales efforts via Tier 1 & 2 RFPs, email campaigns, presentations, and PR
- Supported department budgeting and distribution decision processes
- Created practical editorial guide, "Anatomy of a Blog, Case Study, & Webinar"
- Constructed the company's first Editorial Style and Messaging Guideline

SkyTouch Technology

Sr. Copywriter & Digital Editor

2015 - 2016 (1 year)

Phoenix, Arizona Area

Acted as the “voice” of SkyTouch for Choice Hotels, providing digital fuel for the marketing department’s two main objectives; the generation of 500 sales qualified leads per month, and becoming a hospitality SaaS thought leader. Objectives accomplished via digital and print media; drip campaigns, one-offs, email, white papers, press releases, trade show signage, client PP presentations, micro-sites, web content, i.e. all written marketing and sales materials. Worked with all departments, including legal, product management/ dev, sales, and HR.

Highlights

- Launched Hotel Operations Insider, a monthly electronic thought leadership vehicle
- Revived SkyTouch blog (through June 2016) and social media distribution channels
- Constructed the company’s first Editorial Style and Messaging Guideline
- Created vital Buyer Insight profiles from actual customer interviews for trend mining
- Promoted company’s public visibility via magazine features covering hospitality tech/software

Tiempo Development

Content & Communications Manager

2013 - 2014 (1 year)

Tempe, AZ

Worked directly with the VP of Marketing to design, develop, write and deploy lead-generating inbound marketing strategies and materials for this software development start-up. Created data-driven digital and traditional content to leverage social media, SEO, and internal media, boosting leads via the HubSpot model of Attract, Convert, Close, and Delight. Wrote and published timely blogs, and sales collateral.

Highlights

- Created and maintained company’s first comprehensive Style and Messaging Guide
- Brought all communications in line with new company mission and goals within one month

First Solar

4 years

Internal Global Communications Manager

2010 - 2012 (2 years)

Led the creation, management, and implementation of digital and traditional internal communications plans for 8,500+ solar associates around the world.

Highlights

- Worked with HR to create company's first on-boarding videos and training program
- Launched The Solar Edge, the company's global news publication
- Created digital content for and maintained First Solar Power, the employee SharePoint news outlet

Sr. Technical & Marketing Writer

2008 - 2010 (2 years)

Tempe, AZ

Partnered with all local and global departments producing and distributing digital and print technical, corporate, and marketing content, positioning this solar giant as the world's leading panel and plant manufacturer.

Highlights

- Wrote and launched new corporate website and nine microsites
- Led the production of three of First Solar's Annual Shareholder Reports
- Created and maintained the company's first online Editorial Style & Messaging Guideline

Education

California State University, Long Beach

Master of Arts, English; Literature & Theory, Magna Cum Laude

California State University, Long Beach

Bachelor of Arts, English; Creative Writing, Magna Cum Laude

California State University, Long Beach

Special Certificate, Marketing & Technical Writing

HubSpot Academy

Inbound Marketing Certified