

Contact

Phoenix, AZ
602-535-9966 (Mobile)
pjayperrin@gmail.com

www.linkedin.com/in/paulajperrin
(LinkedIn)
www.paulaperrin.com (Portfolio)

Top Skills

Digital Copywriting
Online Advertising
Credit Risk Management

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 Perrin

B2B-B2C Digital Storyteller | Tech & SaaS
Greater Phoenix Area

Summary

Through strategizing, writing, producing and leading high-quality creative, SEO marketing assets for a broad range of B2B and B2C industries, I have become a trusted brand storyteller. Bonus? I truly love what I do.

HubSpot certified, skilled in traditional and digital media, translation management and interviewing, my approach focuses on "holistic" storytelling, considering all angles of content creation, with customer empathy always top of mind. Industry experience includes hospitality, construction, consumer credit, energy, health, and digital advertising, with technology and SaaS a special focus.

Formats range from in-depth SME and client interviews, infographics and case studies to SEO blogs, webinars, podcasts, white papers, abstracts and gated assets.

Applications include Teams, Teamwork, Air Table, SharePoint, ChatGPT, Google Gemini AI, Media Valet (DAM), Mural, Adobe Acrobat Pro, Dropbox, HubSpot, WordPress, Trello, Basecamp, Buffer, Sprout Social, Meet Edgar, plus full Microsoft Office Suite.

Experience

InEight

4 years

Sr. Marketing Content Manager, Industry Solutions, Construction SaaS
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, Hospitality SaaS

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, Hospitality SaaS

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, Software Development

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, Renewable Energy
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

Sybron Dental Specialties

Sr. Advertising Copywriter, Health Products

2003 - 2004 (1 year)

Orange, California, United States

Worked within the advertising department to launch six new products in nine months. Also acted as the liaison between R&D and marketing/advertising.

marchFIRST (NASDAQ-World Leader System Integrator & Internet Consulting)

Sr. Copywriter, Digital Advertising

2000 - 2002 (2 years)

Irvine, California, United States

Wrote and edited website copy for company clients, including Pacific Symphony Orchestra, Allergan/Botox, and Mazda of North America.

Experian Consumer Services

Sr. Content Writer, Consumer Credit Services

1998 - 2000 (2 years)

Orange, California, United States

Worked with Experian via the Consumerinfo.com division. Provided direct-to-consumer guidance to subscribers of the CreditMatters.com website feature, covering myriad topics from navigating credit reports to home buying to fighting identity theft and fraud.

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