

Paula J. Perrin

B2B Content & Customer Marketing Manager | AI, ML, SaaS & Cloud

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CORE CAPABILITIES

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|--|-----------------------------------|
| ⇒ Content/Marketing Lifecycle Strategy | ⇒ Global Reach, EMEA, APAC, NA+ |
| ⇒ GTM, ABM, RFI, Event & Sales Support | ⇒ Long/Short-Form Digital Content |
| ⇒ Leadership/SME “Voice” Development | ⇒ DAM Management & Auditing |
| ⇒ SEO & Classic Thought Leadership | ⇒ HubSpot Certified, Gen AI Savvy |

PROFESSIONAL EXPERIENCE

Sr. Marketing & Content Manager

InEight for Kiewit Engineering | Construction SaaS Developer

Scottsdale, AZ | 2020 – 2024

- Increased SEO content output by 382%, transforming *Behind the Build* blog feature into the #1 traffic generator
- Ranked page-one for 79 key construction SaaS search terms within one year
- Led content and customer story development for 22 internal SME industry evangelists in 16 product categories
- Team-created three annual Global Capital Projects Outlook industry reports for rich content sourcing
- Partnered with ABM, paid and earned media teams to exceed demand gen goals four years running

Sr. Marketing Content Manager

SHR Group for Access | Hospitality SaaS & Services Founder

Houston, TX | 2016 – 2019

- Team-Launched Windsurfer® Essentials/Enterprise, SHR RZR, nSight for Travel, and Wave RMS AI-SaaS products
- Conducted in-depth interviews with clients, SMEs, and associates to create relatable success stories and case studies
- Owned all content, marketing, UX/web updates, and release note calendars
- Increased direct lead generation by 142% via case studies, SEO blogs, and co-branded live webinars

Sr. Marketing Copywriter & Digital Editor

SkyTouch Technology for Choice Hotels | Hospitality Software Distributor

Phoenix, AZ | 2015 – 2016

- Launched *Hotel Operations Insider*, the monthly digital thought-leadership vehicle
- Revived SkyTouch SEO blog, PR and social media distribution channels
- Constructed the company’s first editorial style and messaging guideline
- Created and edited vital Buyer Insight profiles from actual customer interviews for trend mining

Sr. Content and Communications Manager

Tiempo Development | Near-Shore Software Start-Up

Tempe, AZ | 2013 – 2014

- Created and maintained company’s first comprehensive style and messaging guide
- Brought all communications in line with new company mission and goals within two months

Sr. Marketing, Technical & Internal Content Manager

First Solar | Renewable Energy & Utilities Provider

Tempe, AZ | 2008 – 2012

- Reinvented corporate website content twice via UX best practices, and created nine solar microsites
- Led the production of three annual shareholder reports, including CEO wrap
- Launched and ran global company news outlet, *The Solar Edge*
- Worked with HR to create first comprehensive on-boarding video and training program

TECH SNAPSHOT

HubSpot, WordPress, ChatGPT, Gemini, Jasper, Wrike, Trello, Basecamp, Teamwork, Google Workspace, MediaValet (DAM), Teams, Zoom, RingCentral, Dropbox, Airtable, SharePoint, Adobe Acrobat Pro, Buffer, Sprout Social, MeetEdgar, GoToWebinar, Webex +

EDUCATION

Masters, English; Communications & Literary Theory, California State University, Long Beach

Bachelors, English; Creative & Technical Writing, California State University, Long Beach