

# Paula J. Perrin

B2B Technology Marketing Manager | AI, ML, SaaS & Cloud

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## PROFESSIONAL EXPERIENCE

### ***Sr. Industry & Marketing Content Manager***

[InEight](#) for Kiewit Corporation

Scottsdale, AZ | 03/2020 – 11/2023

Planned and created strategic product and marketing content for InEight, branding them as an empathetic leader in the global construction AI-ML-SaaS field. Specialized in case studies, thought leadership, whitepapers, client interviews and market-analytic SEO blogs, plus webinars and events with both SMEs, leadership and industry players.

#### **Key Accomplishments**

- 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 product and customer story development for 22 internal SME industry evangelists over 16 solutions
- Team-created three annual Global Capital Projects Outlook industry tech reports for rich content sourcing
- Worked with individual and team product owners to create comprehensive product briefs and quarterly updates

### ***Sr. Marketing Content Manager***

[SHR Group](#) (now part of The Access Group)

Houston, TX | 01/2017 – 09/2019

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 AI-SaaS space. Specialized in in-depth interviews, case studies, and market-analytic SEO blogs with both clients and associates.

#### **Key Accomplishments**

- Team-Launched Windsurfer® Essentials/Enterprise, SHR RZR, nSight for Travel, and Wave RMS AI-SaaS products
- Conducted in-depth interviews with clients, SMEs, and product owners to create relatable success stories/case studies
- Owned all product and marketing content, web updates and release note calendars
- Increased lead generation by 184% via case studies, SEO blogs, and co-branded live product/service webinars

### ***Marketing Copywriter & Digital Editor***

[SkyTouch Technology](#) for Choice Hotels

Phoenix, AZ | 10/2015 – 07/2016

Acted as the “voice” of SkyTouch, providing digital fuel for the marketing department’s two main objectives: the generation of 500 SQLs per month, and positioning SkyTouch as a leading “in the Cloud” hospitality SaaS provider. Objectives accomplished via digital and print media: drip campaigns, emails, white papers, press releases, trade show signage, product briefs, client PP presentations and multiple custom microsites.

#### **Key Accomplishments**

- Launched [Hotel Operations Insider](#), the monthly digital thought leadership vehicle
- Revived SkyTouch SEO blog, PR, product 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 product/solution trend mining

### ***Content & Communications Manager***

[3Pillar Global](#) (formerly Tiempo Development)

Tempe, AZ | 12/2013 – 07/2014

Worked directly with the VP of Marketing to design, develop, write and deploy lead-generating inbound marketing strategies and materials for 3Pillar's now-acquired Tiempo Development near-shore software start-up. Created data-driven digital and traditional content to leverage social media, SEO, and internal media, boosting leads via the HubSpot inbound funnel model.

#### **Key Accomplishments**

- Brought all communications in line with new company mission and goals within two months
- Created and maintained first comprehensive style and messaging guide
- Started first company blog featuring Tiempo people, places and products, helping to humanize the face of SaaS

### ***Marketing, Product & Internal Content Manager***

[First Solar](#)

Tempe, AZ | 08/2008 – 05/2012

Partnered with all local and global departments within First Solar, producing and distributing externally facing digital and print technical, corporate, and product marketing content, positioning them as the world's leading commercial solar manufacturer. Also, internally managed the creation/distribution of digital and traditional communications for 8,500+ global associates.

#### **Key Accomplishments**

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

#### **TECH SNAPSHOT**

HubSpot, WordPress, SharePoint, ChatGPT5, Jasper, Wrike, Trello, Basecamp, Google Workspace, Microsoft Suite, MediaValet (DAM), Dropbox, Airtable, Adobe Acrobat Pro, Buffer, Sprout Social, MeetEdgar, GoToWebinar, Webex +

#### **EDUCATION**

MA, English; Communications & Theory, California State University, Long Beach

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