

Paula Perrin

Strategic AI, SaaS & Cloud Content Producer & Manager

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CORE SKILLS

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| ⇒ Full Content Ecosystem Ownership | ⇒ Data-Driven Demand Gen Sourcing |
| ⇒ GTM, ABM, RFI, Event and Sales Support | ⇒ All Long and Short-Form Content |
| ⇒ Leadership/SME Author Development | ⇒ SaaS Content Strategy and Auditing |
| ⇒ SEO and Classic Thought Leadership | ⇒ HubSpot Certified and AI Savvy |

PROFESSIONAL EXPERIENCE

Sr. Content Consultant | Working Words

Phoenix, AZ | January 2024 – Present

- Providing B2B technology content strategy and development services on a contract/freelance basis.

Sr. Marketing Content Manager | InEight/Kiewit Corporation, Construction SaaS

Scottsdale, AZ | March 2020 – November 2023

- Increased SEO content output by 382%, turning company blog into a magnet for meaningful web traffic
- Ranked page-one for 79 industry search terms within one year while reinventing company website UX
- Led content 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. Content Manager | SHR Group, Hospitality SaaS

Houston, TX | December 2016 – September 2019

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

Sr. Copywriter, Digital Editor | SkyTouch Technology/Choice Hotels, Hospitality SaaS

Phoenix, AZ | October 2015 – June 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

Content and Communications Manager | Tiempo, Software Development

Tempe, AZ | December 2013 – July 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 Comms Lead | First Solar, Energy

Tempe, AZ | August 2008 – May 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 on-boarding video and training program

TECH TOOLS

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

BA & MA, English; Communications, California State University, Long Beach + Certificate in Technical Writing