

Paula Perrin

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INDUSTRY EXPERIENCE

Sr. Marketing Content Manager | InEight/Kiewit, Scottsdale, AZ • 2020-2023

Planned, wrote and produced highly engaging SEO marketing content for the construction SaaS market while also guiding the people and processes around its production. Specialized in case studies, thought leadership and market-analytic SEO blogs, plus webinars and events with both SMEs and customers.

- Led content creation and management for 16 business product categories and sub-categories
- Increased SEO monthly blog production 400%, securing their place as the leading force for all incoming web traffic
- Achieved page-one rankings for 79 key priority SEO industry search terms
- Served as marketing team lead for Industry Solution Evangelists (internal SMEs at executive and product level)
- Crafted product messaging and positioning aligned with go-to-market strategy, brand guidelines, form factor and funnel stage

Marketing Content Manager | SHR Group, Houston, TX • 2016-2019

Created, edited, 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 the hospitality SaaS space. Specialized in in-depth interviews, case studies, and market-analytic SEO blogs with both clients and employees, directing and managing content marketing projects, freelancers, and processes across all departments from conception to distribution.

- Team-Launched Windsurfer® Essentials/Enterprise, SHR RZR, nSight for Travel, and Wave™ RMS products
- Put the focus on clients with Client Spotlights, Hotel Tech Podcasts, and You're Not a Number campaigns
- Increased lead generation and web visit retention by 62% via case studies, SEO blogs, and live webinars
- Owned all content and marketing calendars

Sr. Copywriter/Digital Editor | SkyTouch Technology/Choice Hotels, Phoenix, AZ • 2015-2016

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 technology industry 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, all departments.

- Launched Hotel Operations Insider as a monthly digital thought leadership vehicle
- Revived SkyTouch SEO blog (through June 2016) and social media distribution channels
- Constructed the company's first Editorial Style and Messaging Guideline
- Created vital Buyer Insight profiles/personas from actual customer interviews for trend mining

Content and Communications Manager | Tiempo Software Development, LLC., Tempe, AZ • 2013-2014

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

- 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

Sr. Marketing Content & Technical Writer | First Solar, Inc., Tempe, AZ • 2008-2012

Partnered with all local and global departments producing and distributing digital and traditional technical, corporate, and marketing content over a wide array of communications channels for this solar energy leader. Promoted to global internal communications. Led the creation, management, and implementation of internal communications plans for 8,500+ global associates.

- Revived corporate website and created nine solar project microsites
- Led the production Annual Shareholder reports
- Launched and ran The Solar Edge, the company's global news outlet
- Worked with HR to create company's first on-boarding video and training program

APPLICATIONS

Air Table, SharePoint, Media Valet (DAM), Adobe Acrobat Pro, Dropbox, HubSpot, WordPress, Trello, Sprout Social, Meet Edgar, full Microsoft Office Suite +

EDUCATION

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