

PJ (Paula) Perrin

B2B Marketing Content Manager & Producer

Phoenix, Arizona

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[LinkedIn Profile](#) | Portfolio @ pjerrin.com

Executive Summary

Strategic B2B content marketing leader with deep SaaS expertise for a broad range of industries, including hospitality, construction, energy and AI. Proven success in creating content strategies that drive brand growth, lead generation and SEO performance. Adept at turning complex ideas into actionable narratives across multiple formats, including blogs, case studies, white papers, webinars and podcasts, with customer empathy always top of mind.

Core Capabilities

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| ⇒ B2B Content Strategy and Development | ⇒ Demand Generation Content Sourcing |
| ⇒ SEO Content Optimization | ⇒ Webinars, Podcasts and Thought Leadership |
| ⇒ Product Marketing and GTM Content | ⇒ Editorial Planning and Calendar Ownership |
| ⇒ Stakeholder and SME Collaboration | ⇒ HubSpot Certified – Inbound Marketing |

Professional Experience

pjperrin.com, Phoenix, AZ • January 2024 – Present

Marketing Content Producer & Consultant, B2B Tech

Delivering strategic content solutions and digital marketing services on a contract basis.

InEight/Kiewit, Scottsdale, AZ • March 2020 – November 2023

Sr. Marketing Content Manager, Construction SaaS

Strategized, created and managed majority of marketing content, helping to brand InEight, the software arm of Kiewit Engineering, as a leader in the global construction SaaS field. Specialized in case studies, thought leadership, client interviews and market-analytic SEO blogs, plus webinars and events with both SMEs and industry players.

- Increased SEO blog production by 382%, driving top-performing web traffic
- Ranked page-one for 79 industry search terms within one year
- Led content development for 22 internal SME product and industry evangelists
- Team-produced three annual global industry outlook reports
- Partnered with ABM, paid and earned media teams to exceed demand gen goals four years running

SHR Group, Houston, TX • December 2016 – September 2019

Marketing Content Manager, Hospitality SaaS & Services

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 its global 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
- Conducted in-depth interviews with clients, SMEs, and associates to create relatability
- Owned all content and marketing calendars
- Increased direct lead generation by 42% via case studies, SEO blogs, and co-branded live webinars

SkyTouch Technology/Choice Hotels, Phoenix, AZ • October 2015 – July 2016

Sr. Copywriter, Digital Editor, Hospitality SaaS

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 tech leader.

- **Launched Hotel Operations Insider, SkyTouch’s 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 and edited vital Buyer Insight profiles from actual customer interviews for trend mining**

Tiempo Development, Tempe, AZ • December 2013 – July 2014

Content and Communications Manager, Software Development

Worked directly with the VP of Marketing to design, develop, and deploy lead-generating inbound marketing strategies and materials. 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 two months**

First Solar, Inc., Tempe, AZ • August 2008 – May 2012

Sr. Marketing & Technical Writer / Internal Comms Lead, Renewable Energy

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. Promoted to global internal communications. Led the creation, management, and implementation of internal communications plans for 8,500+ associates around the world.

- **Revived corporate website and created nine solar project microsites**
- **Rewrote and updated the 182-page company customer technical doc kit**
- **Led the production of three Annual Shareholder reports**
- **Launched and ran their global news outlet, *The Solar Edge***
- **Worked with HR to create company's first on-boarding video and training program**

App Snapshot

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

Education

California State University, Long Beach

- Master of Arts – English: Communications & Theory
- Bachelor of Arts – English: Creative & Technical Writing