

# Paula J. Perrin

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

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## PROFESSIONAL EXPERIENCE

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

[InEight](#) for Kiewit Corporation

Scottsdale, AZ | 2020 – 2024

Planned and created strategic marketing content for InEight, branding them as an empathetic leader in the global construction AI-ML-SaaS field. Specialized in case studies, thought leadership, 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 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

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

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

Houston, TX | 2016 – 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 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

Phoenix, AZ | 2015 – 2016

Acted as the “voice” of SkyTouch, providing digital fuel for the marketing department’s two main objectives; the generation of 500 sales qualified leads per month, and becoming a leading “in the Cloud” hospitality SaaS provider. Objectives accomplished via digital and print media: drip campaigns, one-offs, email, white papers, press releases, trade show signage, client PP presentations and multiple custom microsites.

#### **Key Accomplishments**

- 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 & Communications Manager***

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

Tempe, AZ | 2013 – 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 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**

- 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](#)

Tempe, AZ | 2008 – 2012

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

**Key Accomplishments**

- 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 digital company news outlet, *The Solar Edge*
- Worked with HR to create first comprehensive on-boarding video 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 & Literary Theory, California State University, Long Beach

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