

Paula Perrin

Trusted B2B Software & Technology Content Producer

Phoenix, Arizona | 602-535-9966 | pjaperrin@gmail.com

[LinkedIn](#) | Portfolio @ paulaperrin.com

CORE SKILLS

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| ⇒ Content Lifecycle Strategy & Scheduling | ⇒ Global Reach, EMEA, APAC, NA+ |
| ⇒ GTM, ABM, RFI, Event & Sales Support | ⇒ Long/Short-Form Digital Content Creation |
| ⇒ Leadership/SME “Voice” Development | ⇒ DAM Management & Auditing |
| ⇒ SEO & Classic Thought Leadership | ⇒ HubSpot Certified, AI Savvy |

PROFESSIONAL EXPERIENCE

Sr. Marketing Content Manager, Industry Solutions

InEight for Kiewit Engineering | Construction AI, SaaS & Services

Scottsdale, AZ | 2020 – 2024

- Increased SEO content output by 382%, turning company newsletter, *Behind the Build*, into a magnet for meaningful web traffic
- Ranked page-one for 79 construction SaaS industry search terms within one year
- 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, Marketing

SHR Group | Hospitality AI, SaaS & Services

Houston, TX | 2016 – 2019

- 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 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, Marketing

SkyTouch Technology for Choice Hotels | Hospitality SaaS

Phoenix, AZ | 2015 – 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

Sr. Content and Communications Manager, Communications

Tiempo | Software Development

Tempe, AZ | 2013 – 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 Content Manager, MarComm

First Solar | Commercial Energy & Utilities

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

TECH SNAPSHOT

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

Masters, English; Communications & Literary Theory, California State University Long Beach

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