

Rayna Khaitan

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SENIOR DIRECTOR, CONTENT + CREATIVE

B2B tech marketing leader elevating content and creative to drive memorable customer experiences that fuel brand affinity, conversions across the buyer journey, and ongoing growth.

CORE SKILLS

Team Leadership | Content Innovation + Strategy | Storytelling + Messaging
Writing + Editing | Branding | Campaign Development

PROFESSIONAL EXPERIENCE

LiveRamp, enterprise data collaboration company

2023–2024

Senior Director, Content, Brand + Design

- Integrated content, creative and social functions to rebuild team morale, strengthen brand and strategically align with business priorities, growing engagement and conversions across all channels
- Established campaign content frameworks and assets that drove measurable results, including FY24 pipeline growth (\$15M influenced, \$7M sourced)
- Doubled content downloads YoY (FY23 vs FY24) and HoH (2HFY24 vs 1HFY24), demonstrating rising influence of branded content as conversion offers
- Oversaw content and creative strategy for flagship company event, up-leveling look and feel and garnering acclaim from both internal and external stakeholders
- Experimented with new resources and AI tools to accelerate productivity and drive efficiencies

Informatica, enterprise data management company that went public in 2021

2020–2022

Senior Director, Content Strategy, Growth Marketing + Campaigns

[7/21–8/22]

- Managed content team to drive high utilization rate for all campaign assets (e.g., interactive experiences, short- and long-form content, video) and optimize engagement and conversions across campaign touchpoints, including email, organic and paid social, SEM, web (35% greater social reach, 7x lift in engagement, 33% more time on page, 16% higher click-throughs/form-fills)
- Developed campaign narratives spanning all phases of buyer journey by facilitating cross-functional messaging workshops with portfolio marketing, sales, customers and other SMEs
- Created new sales cadences for both prospecting and MQL outreach (increasing open rates by 32%, generating 19% more meetings); promoted best practices across marketing and sales

Director, Customer Storytelling

[11/20–7/21]

- Revamped customer advocacy content program to incorporate new storytelling formats, humanize stories and elevate business benefits
- Collaborated with cross-functional leads to ensure promotion of customer stories across social, sales cadences, web and executive events
- Established SEO content program that improved search ranking for brand and solution keywords

Tenable, enterprise cybersecurity start-up that went public in 2018

2017–2020

Head of Content Strategy and Operations, Corporate Marketing

[10/19–5/20]

- Led content team and managed all marketing content initiatives across multiple platforms to drive sales, engagement and retention
- Established processes for requesting, producing, publishing, activating and retiring content
- Developed editorial style guide to facilitate consistency and quality across brand touchpoints

Global Campaigns Content Lead, Demand Generation

[11/18–10/19]

- Oversaw content strategy and execution to drive conversions at scale; increased content engagement and conversions (87% more content views, 38% higher avg time per view, 87% more incremental views, 158% higher total engagement time, 12% form capture rate) over one-year period
- Developed campaign assets that align with buyer journeys, including core assets (case studies, demos, ebooks, reports and whitepapers) and promotional tactics (ads, email nurtures, landing pages, social tiles and videos)

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- Created campaign content inventory, blueprints and calendar to support activation and globalization/translation

Senior Marketing Manager, Content and Social Media, Corporate Marketing [12/17–11/18]

- Led messaging development, content strategy and content execution for company's first global campaign
- Managed blog, including developing editorial calendar, mentoring writers and overseeing process from ideation to publication
- Oversaw social media accounts, supporting brand and event awareness, lead generation and thought leadership goals
- Edited Tenable Research reports and devised activation strategy, generating \$10M in pipeline

IBM Watson Customer Engagement (now Acoustic and IBM Sterling) 2016–2017

Content Director, Watson Marketing [4/17–11/17]

- Developed worldwide content strategy, including buyer-centric content journeys, narratives and corresponding deliverable plans; launched new campaign for key offerings in <8 weeks
- Oversaw content distribution by collaborating with campaign managers, digital marketing and agencies
- Coordinated rollouts with internal communications, geographic markets and influencers/partners
- Managed budget and resources (agencies, contractors and in-house)

Newsroom Strategist, IBM Commerce [1/16–4/17]

- Led social content strategy for Procurement, Commercial Payments and B2B offerings
- Co-managed blog calendar, growing readership by 3% YoY to 1.2M and engagement by 27%
- Wrote keynote speeches and video scripts for executives
- Collaborated on pilot project to design AI-based travel app (MARCO); Top 9 finalist at World of Watson 2016

AtHoc, enterprise crisis communications start-up acquired by BlackBerry in 2015 2014–2015

Senior Manager, Marketing Communications and Field Marketing

- Led integrated marketing communications, introducing processes and tools to improve workflow efficiency
- Managed multiple agencies to elevate brand and build marketing assets
- Built customer engagement program, driving \$40M in sales across enterprise, government and healthcare

Intermark, marketing agency for Cisco, NetApp and other Fortune 500 accounts 2004–2014

Marketing Director [3/11–2/14]

- Managed top-grossing accounts (\$1M yearly) through strategic campaign planning
- Supervised team of in-house marketing managers and writers as well as contractors
- Led new business pitches and internal marketing initiatives, growing revenue by 30%

Senior Content Manager [11/06–3/11]

- Directed marketing strategy, messaging development and communications planning for solution launches
- Oversaw all agency-produced deliverables to ensure client readiness

Marketing Writer [10/04–11/06]

- Authored, edited and partnered with designers to develop ads, blogs, brochures, case studies, presentations, videos, websites and whitepapers – from concept to completion

Team One Advertising, ad agency for Lexus and other global accounts 2002–2004

Proofreader and Copy Coordinator

- Edited print and digital media (billboards, car brochures, microsites, TV/radio spots)

EDUCATION

BA in English, UCLA