

Paige Breaux

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SUMMARY: Senior Content Marketing Leader with 8+ years building high-performing editorial programs, executive thought leadership, research-driven content programs, translating complex technology concepts into compelling narratives, building AI-powered workflows and developing scalable content strategies that support brand growth and revenue goals for B2B enterprise audiences.

SKILLS: Content Strategy & Operations • Original Research • Brand Storytelling • B2B SaaS Content • SEO / AEO / GEO Strategy • Executive Communications • AI-Assisted Workflows • Demand Generation • Sales Enablement Content • Integrated Campaigns

EXPERIENCE

Ivanti — Senior Content Marketing Manager | Dec 2023 – Present

- Led global thought leadership and content strategy initiatives, including an original research program that produced 17+ reports on cybersecurity, IT management, and technology trends. Transform data-driven insights into compelling brand narratives, content-driven campaigns, videos, podcasts, social media assets and sales-enablement content.
- Partnered with executives, analysts, product leaders, and subject matter experts to uncover insights and develop evidence-led storytelling that positions Ivanti as a trusted voice for enterprise technology audiences.
- Built AI-assisted content workflows and scalable content distribution strategies that surpassed target account conversion goals by 200%+ in 2024 and 2025, while improving visibility for key solution areas including autonomous endpoint management.

Sandbox Group / FamilyEducation — Senior Content Lead / Content Strategist | Oct 2021 – Oct 2023

Role eliminated due to organizational restructuring.

- Owned editorial strategy and content operations for FamilyEducation.com, 2–3M monthly readers and managing scalable production workflows across SEO-driven content programs.
- Grew audience engagement by launching FamilyEducation's first brand newsletter, eventually reaching over 20,000 active subscribers.
- Led large-scale content audit, taxonomy redesign, and EEAT optimization initiatives aligned with evolving SEO and AEO best practices.

Acquia — Content Marketing Manager | Jun 2019 – Oct 2021

- Created B2B thought leadership and marketing content across Acquia's Drupal and digital experience platform solutions, collaborating directly with technical SMEs and senior executive leadership.
- Increased unique blog page views by more than 60% between 2019 and 2020 through search-driven editorial strategy and content optimization.

Skyword — Content Marketing Manager / Specialist | Jun 2018 – May 2019 *Role eliminated due to organizational restructuring.*

- Managed editorial calendars, newsletters, and SEO content strategy for a digital publication focused on content marketing and digital strategy trends.
- Led SEO optimization initiatives that doubled average keyword value between Q1 and Q2 2019.