

Paige Breaux

Boston, MA | paigekbreaux@gmail.com | (860) 884-7218 | linkedin.com/in/paige-breaux |
pkbreaux.journoportfolio.com

EDUCATION | Boston University — B.A. English, Minor in Journalism

SUMMARY

B2B content marketing leader with 8+ years of experience building editorial programs, content strategies, original research, and category narratives for cybersecurity and enterprise technology brands. Specializes in technical storytelling, editorial standards, cross-channel campaigns, content development, and translating complex ideas into compelling stories.

SKILLS

Content strategy & editorial • B2B SaaS • Technical storytelling • Editorial standards & brand voice • Integrated campaigns • Original research & data storytelling • Content development • Messaging & content architecture • SEO • AEO/GEO • Social media • Google Analytics • Canva / Figma / Flourish • Claude / ChatGPT / Microsoft Copilot / Writer AI

EXPERIENCE

Ivanti — Senior Content Marketing Manager

Dec 2023 – Sep 2026

- Owned global content strategy, editorial direction, and calendars across thought leadership and original research; produced 17+ reports and translated findings into blogs, web content, video, podcasts, webinars, and sales enablement.
- Built and led a data-driven cybersecurity research program that transformed complex findings into industry narratives cited by 100+ publications including The Times, Forbes, and VentureBeat, generating \$5M+ in publicity value.
- Partnered with executives, product leaders, engineers, and SMEs to shape complex cybersecurity and IT topics into credible, differentiated narratives for practitioner and executive audiences.
- Built scalable AI-assisted content systems that surpassed target-account conversion goals 200%+ in 2024–2025; increased target ICP conversions 223% YoY while expanding visibility across SEO, AEO, and AI search.

Sandbox Group / FamilyEducation — Senior Content Lead / Strategist

Oct 2021 – Oct 2023

- Owned editorial strategy, positioning, and scalable content operations for FamilyEducation.com (2–3M monthly readers); set editorial direction, managed an internal editor, directed up to 12 freelancers, and built a network of industry SMEs.
- Executed content audits, taxonomy redesign, and E-E-A-T initiatives across a large SEO/AEO program; built editorial standards that improved content quality, positioning, and organic discoverability.

Acquia — Content Marketing Manager

Jun 2019 – Oct 2021

- Owned content marketing and messaging across Acquia's digital experience portfolio during rapid growth — 4 acquisitions in 2 years and a \$1B Vista Equity Partners buyout — adapting editorial priorities and positioning as the business expanded.
- Developed integrated B2B SaaS content for Acquia's digital experience platform and Drupal ecosystem, translating complex technical topics and customer needs into blogs, webpages, email, executive thought leadership, and customer stories.
- 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

- Managed editorial calendars, newsletters, SEO content strategy, and freelance contributors for a digital publication focused on content marketing and digital strategy; wrote short- and long-form content across formats.
- Led SEO optimization initiatives that doubled average keyword value between Q1 and Q2 2019.