

## Nancy Daniels, MA

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- **Revenue Generation:** Spearheaded innovative content initiatives that drove \$2.5 billion in revenue.
- **Startup Sale:** Contributed to the \$315 million sale of a startup by elevating brand presence via strategic content development.
- **Peak Revenue:** Increased peak revenue to \$157.7 million through targeted content strategies.

### PROFESSIONAL EXPERIENCE

#### Eastern Consulting

##### Senior Copywriter, Editor, Storyteller, and Writing Consultant

2007-Present

- Spearhead content creation across the entire lifecycle from initial strategy to post-launch optimization, ensuring alignment with business goals
- Craft high-impact Amazon product descriptions that boost visibility and drive conversion rates
- Deliver expert editing services and counsel to doctoral candidates who need a first-class, high-quality dissertation editor, guaranteeing 100% graduation/pass rate for clients from prestigious universities, such as New York University, University of Kentucky, University of Louisville, Western Washington University, and more

#### University of Illinois, *Educational Theory* Journal

##### Senior Copyeditor

2024-2025

- Edit and review education-focused articles for *Educational Theory*, a scholarly journal owned and operated by the University of Illinois, and published in partnership with Wiley Publishing
- Efficiently manage multiple editing projects, delivering 100% of them before deadline
- Collaborate with managing editor to handle queries for and by authors
- Deep understanding of academic field and Chicago Manual style standards, significantly improving integrity of edited content

#### Inception

##### Senior Content Marketing Manager

2022-2023

- Directed end-to-end production and distribution of B2B sales enablement content across channels
- Developed high-converting content for sales enablement collateral, including webpages, product one-pagers, case studies, customer success stories, emails, and short-form video scripts
- Managed marketing operations and collaborated with Product, Design, and Sales leaders to craft visually-compelling content supporting demand generation and brand awareness, and identify content opportunities in support of revenue-generating business objectives
- Enhanced customer engagement efforts through targeted email campaigns and social media outreach

#### Magic Leap

##### Content Marketing Manager

2021-2022

- Engineered marketing operations and developed B2B content marketing strategy by creating, publishing, and promoting content that engaged, educated, and excited target audiences, achieving strategic company goals
- Steered content sessions across teams to ensure robust pipeline of potential content ahead of upcoming milestones (new product launch, website revamp, major events, etc.)
- Revitalized company reputation, brought credibility back to Magic Leap, and showcased value of augmented reality for enterprise through award-winning submission content, including TIME's Best Inventions of 2022, Fast Company Best Experience Design, and iF Gold Award 2022 for design
- Managed core areas of content marketing, including research and competitive analysis, content marketing plans, editorial calendars, social media copywriting, B2B copywriting and editing, landing pages, blog articles, SEO, content performance monitoring, and analysis

## **Hitachi Vantara**

### **Sales Enablement Program Manager**

2019-2020

- Boosted sales productivity and managed sales operations by supporting Sales with content, training, and analytics needed to have more successful sales conversations, resulting in increased revenue, increased customer engagement, and satisfied objectives
- Developed and executed global enablement strategy for field and partner sales, crafting compelling content such as sales plays, videos, sales storylines, articles, presentations, and more for diverse regions and geographies
- Maintained high engagement rates with internal sales win story program, writing and publishing three stories per week
- Engaged, equipped, and empowered Sales along the buyer's journey so they could map their solution knowledge to their customers' specific industry, inspire with business insights and perspective, and show buyers what our solutions would mean to them
- Leveraged modern systems and processes that support better usability and accessibility of sales content, including MindTickle, Seismic, Workfront, and Salesforce.com

## **United Nations High Commissioner for Refugees (UNHCR)**

### **Associate IT Officer (Portfolio Manager, contractor)**

1/2018-12/2018

- Led development and maintenance of project management methodology, tools, and templates used as basis for deliverables as part of UNHCR Project Management Life Cycle (PMLC)
- Developed high-quality project documentation, including business cases, requirements specifications, project initiation documentation, project closure reports, and more
- Monitored overall portfolio progress, evaluated growth, managed risk and issue resolution processes, and managed program administration, controls, reporting, and communication

## **OpenText (acquired HP Software)**

### **Sales Enablement Program Manager**

2016-2017

- Implemented corporate-wide sales training and onboarding strategy across 16+ business units. Developed content for face-to-face sales teams onboarding
- Developed targeted content for pitches, optimizing sales conversions and outcomes
- Enhanced effectiveness of sales webinars, improving performance metrics and engagement
- Built relationships with domestic and international product marketing managers, product managers, account executives, and solution consultants to develop webinar content
- Created best practices learning content for social selling and presentation skills

## **HP**

### **Sales Enablement Program Manager**

2015-2016

- Designed and delivered comprehensive sales enablement strategy, supporting 150+ salespeople
- Created onboarding, continuous learning, and targeted training programs to drive customer engagement, and drive demand generation and revenue growth
- Managed training portfolio, including Value Selling, Challenger Sales, and fundamental sales skills
- Hosted webinars and podcasts, wrote quarterly sales newsletters, and conducted win/loss reviews
- Elected Communications Chair, HP Americas Women's Leadership Council (2 years)

## **HP**

### **Business Operations Manager**

2014-2015

- Created and updated quarterly balanced scorecard and product roadmap for executive leadership as part of planning/strategy team, for ~\$250M revenue generating unit.
- Compiled quarterly plan of record to document annual goals and metrics for software enhancements

**HP (acquired Exstream Software)****Senior Technical Editor**

2008-2014

- Collaborated with agile teams throughout product lifecycle to develop documentation, increasing user productivity and highlighting software enhancements
- Analyzed enhancement requests, customer use cases, and business requirements to develop implementation plans
- Wrote and edited training content for local, virtual, and on-site delivery
- Led 7-member team to create and maintain HP Exstream Style Guide, ensuring adherence to company standards, brand personality, and tone
- Selected by HP Corporate through competitive process to deliver employee engagement initiatives

**Exstream Software****Senior Marketing Communications Specialist**

2007–2008

- Created and edited targeted marketing content across Financial Services, Insurance, Healthcare, and Public Sector verticals
- Partnered with media relations and design vendors to execute integrated marketing campaigns that supported demand generation and brand awareness goals
- Developed event collateral and messaging for company conferences, trade shows, and customer-facing events
- Wrote advertorials and bylined articles for trade publications to elevate brand visibility and thought leadership

**OTHER SKILLS**

MS Office Suite | Salesforce.com | Microsoft Teams | Workfront | Seismic | MindTickle | Monday.com  
Conductor | Google Docs | Slack | JIRA | Zoho | SharePoint | Case Studies | Blogs | Agile, Scrum, Kanban  
Partner Marketing | B2B | SaaS | SEO | Press Releases | Product Marketing | Emails | Proposals  
ChatGPT | Canva AP, APA, MLA, CMOS, ASA | Marketing Operations | Brand Consistency  
Thought Leadership Ghostwriting | B2B Copywriting | Storytelling | Project Management  
Academic Editing | Nonfiction Book Editing | Executive Communications | Brand Development  
Internal Communications | Copy Editing | Content Strategy Cross-functional Collaboration

**EDUCATION**

MA, English, Roosevelt University  
BA, English, University of Kansas