

STACY BRINEGAR

PROFESSIONAL SUMMARY

Experienced marketer with a strong background in content creation, blog management, and omnichannel, persona-based campaigns. Focused on 'customer-first' by creating seamless, engaging journeys through purposeful content. Skilled in long and short form content, SEO, social and web content, lead generation, and cross-functional collaboration. Adept at turning complex technical research into clear, targeted marketing assets. Deep interest in writing, editing, brand consistency, storytelling, and Agile working styles. Well-versed in technical trends like AI/ML, GenAI, and Agentic AI.

WORK HISTORY

Senior Content Specialist - Global Marketing, 01/2021 to 05/2025 IDC - Needham, MA

- Created highly technical, research-based content including eBooks, whitepapers, guides, one-sheets, case studies, blog posts, social media posts, landing pages, emails, and video scripts.
- Collaborated cross-functionally as a pilot member of the IDC Diamond Team with graphic designers, lead gen specialists, product marketers, marketing strategists, and executive marketing leadership to develop, maintain and execute persona-driven, omnichannel marketing campaigns.
- Managed and edited the IDC blog with a focus on calendar management, editorial quality, SEO and keyword strategy, and ghost wrote for analysts.
- Partnered with industry-leading IDC analysts to produce both gated and non-gated marketing assets derived from research findings and thought leadership on cutting edge technical topics.
- Reviewed complex technical research, data, and analytics to create compelling, digestible marketing and sales enablement materials to support a customer-first journey from first touch to MQL stages, through to sales conversion.
- Prioritized the customer journey and created relevant touchpoints across all content, with a strong focus on consistency, continuity, and brand alignment.
- Developed content for top, middle and bottom of funnel on key technology and business topics for IDC including Digital Business (Future of X), Sustainability, Digital Consumer, Global Datasphere, IoT, C-Suite Tech Agenda, Futurescape Predictions, AI/ML, Generative AI, and Agentic AI.

Content Marketing Specialist, 05/2019 to 01/2021 IDC - Needham, MA

- Co-edited the IDC blog, overseeing content strategy, editorial quality, and publishing cadence to drive engagement.
- Created marketing content including eBooks, whitepapers, guides, one-sheets, landing pages, social media posts, and email campaigns.
- Collaborated with the Demand Generation team to develop assets that

CONTACT

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SKILLS

- Content Strategy & Creation
- Cross-Functional Collaboration
- Marketing Campaign Execution
- Editorial Leadership & Brand Voice
- Project & Program Management

TECHNICAL SKILLS

Marketo
Canva
WordPress
SEMrush
Adobe
MS Office
Sprout Social
Hubspot

EDUCATION

Bachelor of Arts, Linguistics, 05/2000
University of Massachusetts - Amherst
- Amherst, MA

CERTIFICATIONS

- Agile Marketing Foundations - 2024
- Certified Professional in Training Management (CPTM) - 2017
- Instructional Techniques for New Instructors - 2011
- Instructional Design for New Designers - 2012

showcased IDC products, product lines, and thought leadership to targeted audiences.

- Contributed to an annual Fact Sheet initiative, working within a 3-person team to create and edit one-sheets for hundreds of IDC research products, ensuring consistency, clarity, and brand alignment.

Marketing and Operations Manager, 10/2013 to 04/2019

AXIOM Learning Solutions - Natick, MA

- Head of Marketing at AXIOM, partnering with the executive team to define and execute long-term marketing strategies and goals.
- Led content development across multiple channels including social media, blogs, web content, published articles, marketing collateral, and event materials.
- Managed AXIOM's website and SEO strategy, writing and editing content focused on Learning & Development to boost brand visibility and engagement.
- Created and executed client-facing email and social campaigns to enhance brand awareness and market positioning.
- Oversaw and strengthened company branding efforts across all touchpoints, ensuring a consistent and professional identity.
- Contributed to internal processes including recruiting, partner outreach, policy development, and company event planning.

Development Training Specialist, 02/2008 to 10/2013

The MathWorks, Inc. - Natick, MA

- Led end-to-end project management for MathWorks' Adjunct Program, overseeing the planning, execution, and evaluation of internal training initiatives—including workshops, symposia, book clubs, and large-scale presentations—for a developer audience of 1,300+.
- Developed and maintained cross-functional training content by analyzing feedback, attendance trends, and industry benchmarks to ensure high-quality, relevant programming aligned with evolving technical needs.
- Managed vendor relationships and global training logistics, serving as the primary liaison for 20–25 externally contracted courses annually, including international sessions in the UK and India, from contract negotiation through delivery and evaluation.

Inside Sales and Marketing Representative, 04/2007 to 12/2008

GlassHouse Technologies - Boston, MA

- Handled all inside sales duties, including cold calls, warm leads, direct mailing initiatives, email campaigns and follow-up.
- Assisted marketing manager in all initiatives including press releases, internal marketing and sales enablement material.

Senior Sales Representative, 12/2003 to 02/2006

Jones and Bartlett Publishers - Sudbury, MA

- Responsible for selling Life Science textbooks into a select group of 100+ colleges and universities throughout the country.

News Staff Writer, 08/2000 to 12/2003

MetroWest Daily News - Framingham, MA

- Responsible for two multiple source news articles per day.
 - Researched and wrote one long-form Sunday feature per week. Proven success cultivating relationships with sources including town residents, school and town officials, town board members, police and fire personnel.
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