

Leslie Steven Feldman / Content Marketing Professional

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San Francisco Bay Area, CA

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PROFILE

Creative, productive, and results-driven storyteller with 10+ years' experience developing, writing, editing, and publishing compelling, multiformat, short- and long-form content and ensuring communications are in brand, on message, and editorially sound. Proven track record of working cross-functionally, running campaigns, improving KPIs, and managing content lifecycles from strategy through delivery. With an unshakable sense of humor that has kept me upbeat throughout my journalism and marketing communications career.

EXPERIENCE

Associates & Feldman (Content marketing agency)

Remotely Everywhere

Managing Editor & Journalist

11/15 – Present

Providing contract writing, editing, research, and content strategy services.

Impact Analytics (AI-led B2B SaaS predictive analytics platform) Linthicum Heights, MD

Senior Content Marketing Manager

03/23 – 06/24

Owned brand voice, drove content strategy, and edited all public-facing content.

- Created and ran newsletter and blog programs—concept through calendar.
- Managed PR agency and in-house writer.
- Produced content (with AI and without) such as ads, articles, blogs, campaigns, case studies, social media, thought leadership, video scripts, more.

[24]7.AI (AI-led B2B SaaS Contact Center as a Service)

San Jose, CA

Content Marketing Manager

07/20 – 09/22

Owned brand voice and content strategy, interviewed customers, edited all content.

- Ran blogs and social media programs—increased KPIs YoY 15-227%.
- Created editorial, blog, and case study guides, and a newsletter program

- Produced (with AI and without) and published content including ads, articles, blogs, case studies, press releases, social media, video scripts, web content, more.

Symantec (B2B SaaS cybersecurity)

Mountain View, CA

Sr. Copywriter and Content Strategist

06/17 – 10/19

Wrote articles, blog posts, emails, microsites, thought leadership, white papers, more.

- Served as in-house journalist at trade events to reach nontechnical audience.
- Developed email writing course that boosted Demand Gen results 37 percent.

Autodesk (AI-led B2C/B2B SaaS 3D CAD)

San Francisco, CA

> Content Strategist-Copywriter (contract)

01/17 – 06/17

Established brand voice and wrote all marketing content for new development platform.

- Developed an email campaign to cultivate and grow the user community.
- Wrote all marketing content (brochures, emails, show guide) for the inaugural user conference, which exceeded attendance goals by 43 percent.

> Managing Editor, Blogs (contract)

11/15 – 01/17

Ran Autodesk's first "official" AutoCAD blog: Established editorial voice, wrote or edited all blog content, solicited contributions, sourced imagery, and managed the calendar.

- Published blogs daily via WordPress CMS.
- Consolidated rogue AutoCAD blogs.
- Increased traffic and other KPIs (engagement, shares) 7X in a year.

Seagate Technology (B2B SaaS data backup and recovery)

Dublin, Ireland

Senior Copywriter and Content Manager

12/09 – 11/15

Owned brand voice, drove content strategy, managed collateral repository, helped design hard-copy pieces and web pages, and edited all public-facing content.

- Created company tagline (2011-2013): "Cover Your Assets"
- Developed brand and editorial style guides.
- Wrote short- and long-form content including ads, banners, brochures, case studies, data sheets, event signage, keynotes, landing pages, more.

EDUCATION

Cornell University

University of Illinois Urbana-Champaign

BS, Industrial & Labor Relations

Certificate, Sustainability