

LESLIE S. FELDMAN

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SENIOR COPYWRITER / CONTENT MARKETING MANAGER / MANAGING EDITOR

Creative, versatile storyteller and strategist, disciplined editor, and productive team lead developing clear, concise, correct, consistent, and compelling marketing communications. Also a self-starter and flexible team player with an unshakeable sense of humor.

KEY SKILLS

- Telling complex stories simply
- Getting to the point
- Creating/propagating/enforcing brand voice and editorial standards
- Coming up with Big Ideas and shepherding them through to production
- Connecting with varied audiences
- Collaborating cross-functionally
- Easily switching between formats, styles, mediums, and channels
- Developing the right messaging for the right audience at the right time
- Editing for messaging and impact
- Boosting readership and response

EXPERIENCE

[24]7.ai, San Jose, CA July 2020 – September 2022

—Content Marketing Manager

Ideated, planned, wrote, edited, optimized (SEO), managed, and helped design content.

- Created and ran company's social media, blogs, and case study programs.
- Developed company's first general, blog, and case study writing guides.

Symantec Corp. (now Broadcom), Mountain View, CA June 2017 – October 2019

—Sr. Copywriter and Content Strategist

Created marketing content portfolio establishing Symantec as the cyber security leader.

- Developed email writing class that greatly boosted Demand Generation metrics.

Autodesk Inc., San Rafael, CA 2016 – 2017

—Content Strategist (contract), Autodesk Forge (2017)

Established brand voice and created marketing content for new development platform.

- Authored all marketing materials for the inaugural user conference.

—Managing Editor (contract), AutoCAD Blog, Autodesk (2016)

Established editorial voice and calendar; wrote, solicited, edited, and published content.

- Posted daily to increase monthly visits, page views, unique visitors sevenfold.

EVault, A Seagate Company, San Francisco 2009 – 2015

—Senior Writer and Content Manager

Owned company voice; developed messaging; managed collateral repository.

- Developed company's first Editorial Style Guide and first Case Study Guide.

Associates & Feldman (editorial consultancy) 2007 – 2015

Clients: Adobe, EMC, Grey Global, McAfee, Roche, others. Projects: Advertising, brochures (product, corporate), case studies, emails, newsletters, videos, websites, more.