

Leslie Steven Feldman / Content Marketing Manager

PROFILE

I'm a creative, versatile, productive storyteller adept at developing the right messaging, effective content strategy, and compelling, results-driven short- and long-form content. I tell complex stories simply, easily switch voices, always champion the customer and the brand, and credit my unshakeable sense of humor for keeping me upbeat, responsive, and collaborative throughout my journalism and high-tech marketing communications career.

EXPERIENCE

Impact Analytics—AI-led B2B SaaS analytics platform company Linthicum Heights, MD

Sr. Content Marketing Manager **03.23 – 06.24**

Reviewed/rewrote all public-facing communications and content to meet messaging goals and editorial standards. Wrote all press releases, ghostwrote all the CEO's articles, and wrote campaign content from ads to assets, emails to landing pages. Managed junior writer. Restarted and ran blogs program. Developed and ran quarterly newsletter program.

[24]7.AI—AI-led B2B SaaS Contact Center as a Service company San Jose, CA

Content Marketing Manager **07.20 – 09.22**

Developed content strategy to boost awareness and engagement among prospects, customers, partners, analysts, the media, and others; then wrote, edited, optimized (SEO), and helped design the content. Created, ran, and measured results of blogs and social media programs. Developed company's editorial, blog, and case study writing guides.

Symantec (now Broadcom)—B2B SaaS cybersecurity company Mountain View, CA

Sr. Copywriter and Content Strategist **06.17 – 10.19**

Developed and wrote thought leadership content—third-party articles, white papers, blog posts, microsites—to showcase Symantec as the cybersecurity leader. Used email best practices to boost a range of Demand Generation metrics as much as 37 percent.

Autodesk—AI-led B2C/B2B SaaS 3D CAD technology company San Francisco, CA

Content Strategist-Writer (contract)

2017

Cultivated and grew a user community for a new development platform by establishing its brand voice and creating its marketing content. Wrote all collateral and communications for the inaugural user conference; attendance exceeded our goals by 43 percent.

Managing Editor (contract)

2015 – 2017

Launched blog for users of company's best-known product, AutoCAD. Consolidated rogue blogs. Established editorial voice and calendar, solicited contributions, wrote and edited content, and published daily via a CMS. Traffic increased sevenfold in a year.

EVault (now Carbonite)—B2B SaaS data security company

San Francisco

Senior Writer and Content Manager

2009 – 2015

Wrote content to portray EVault as the “sunny” alternative to its gloom-and-doom and failing competitors. Cocreated brand and editorial style guide. Managed collateral repository. Twice rewrote all collateral and web content as the company rebranded itself.

EDUCATION

Cornell University

BS, Industrial & Labor Relations

University of Illinois Urbana-Champaign

Certificate, Sustainability

CONTACT / RESOURCES

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