

Katie DeMatteis

Seasoned B2B Marketing Leader with a rich background in evolving content strategies across gaming, cybersecurity, and tech industries. Skilled in transforming market insights into engaging, global brand initiatives. I lead teams with a blend of warmth and enthusiasm, focusing on crafting impactful content that resonates with diverse audiences and drives business growth. My approach combines creative storytelling with a keen understanding of data, always aiming to align with core business objectives. Committed to fostering collaborative team environments and staying attuned to the latest trends in digital finance, I bring a mix of strategic insight and genuine passion to every project.

EXPERIENCE

Eldritch Foundry, Remote — *Interim Director of Marketing*

July 2023 - PRESENT

- Led the creation and execution of a holistic marketing strategy, enhancing brand cohesion with focused copywriting across all channels.
- Drastically reduced paid ad costs by 90% while boosting major holiday sales by 300%, demonstrating exceptional efficiency and campaign success.
- Developed and implemented a robust content marketing strategy, markedly increasing brand engagement and digital presence.
- Managed a diverse team, synergizing marketing with product development based on user feedback to meet market demands.

Fulcra Media LLC., Remote — *Owner/Consultant*

December 2022 - PRESENT

- Spearheaded diverse content initiatives (blogs, whitepapers, video scripts) boosting Marketing Qualified Leads (MQLs) by 20%.
- Provided actionable insights from targeted market research to guide client product development.
- Enhanced user engagement by 30% through effective distillation of complex technical content.
- Significantly improved online visibility and organic reach through advanced SEO best practices.

Hiya Inc., Remote — *Senior Content Manager*

September 2021 - December 2022

- Tripled Marketing Qualified Leads (MQLs) through the leadership of comprehensive content and campaign strategies for Hiya products.
- Achieved a 100% increase in web engagement by managing and mentoring a content team, ensuring timely delivery of brand-aligned content and assets.
- Spearheaded large-scale content projects, facilitating cross-functional collaboration and effectively managing scopes, roadmaps, and deliverables.
- Ensured consistent brand messaging across all content, contributing to increased engagement and market presence.

Okta Inc., Remote — *Senior Content Manager, Developers*

April 2020 - September 2021

- Drove a 52% increase in organic traffic by strategically enhancing the Okta Developer brand

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SKILLS

Creative copywriting
Brand messaging and strategy
Data-Driven Analytics
SEO & digital marketing
Leadership & team development
Budget & resource management
Strategic communication
Project management
Innovative & adaptive thinking
Google suite

SPEAKING + AWARDS

[The Art & Science of Content Marketing](#) —
Virtual Intelligence Briefing
[How to take AI-Assisted B2B Content Marketing: Creation to Conversion](#) —
AI Revenue Summit 2023
Okta Marketing Innovation Award, 2020

EDUCATION

Vassar College, BA/BS
NYU School of Professional Studies, Certification
British American Drama Academy, Certification

across multiple channels.

- Owned all developer related editorial, contributing to a 40% increase in web traffic year-over-year.
- Championed cross-functional team efforts in producing diverse content, including events, product launches, and educational tutorials.
- Developed and executed a successful strategy for a new gaming vertical, illustrating skills in innovative content strategy and market expansion.

VMware Carbon Black., Remote — *Content Marketing Manager*

June 2018 - April 2020

- Drove a 2.5x increase in MQL volume and a 388% rise in SQL conversions through a collaborative and effective content strategy.
- Utilized deep cybersecurity knowledge and problem-solving skills to tackle complex content challenges.
- Oversaw the corporate and developer blogs, achieving an average of 30,000 monthly views through consistently delivering high-quality content.
- Owned and maintained Carbon Black's written and verbal brand

Zylotech, Cambridge, MA — *Head of Digital Marketing*

May 2017 - June 2018

- Orchestrated multi-channel, industry-specific marketing campaigns, significantly enhancing program diversity and reach.
- Developed and owned brand guidelines—ensuring consistent voice/tone across channels.
- Directed the company's brand strategy, leading to a remarkable 240% increase in social media engagement.
- Oversaw a dynamic marketing team, aligning efforts with company objectives and ensuring optimal budget allocation.

Veeva Systems., New York, NY — *Associate Consultant*

January 2016 - May 2017

- Boosted customer acquisition by 15% by developing research-driven strategies, addressing current and emerging market demands.
- Managed the rollout of new business solutions, emphasizing efficient personnel allocation, resource management, and strict adherence to timelines.
- Secured a 25% increase in project adoption rates by effectively gaining stakeholder buy-in through persuasive presentations and strategic deployment methods.

Adon Solutions., Chicago, IL — *Head of Social Media*

May 2014 - September 2015

- Doubled year-over-year engagement by revamping social media strategies, and enhancing overall effectiveness.
- Developed organic content that resonated with current events and trends, significantly increasing brand relevance and audience engagement.
- Led a website overhaul with a new layout and original content, resulting in a 15% increase in customer conversions.
- Directed social media initiatives and website optimization, aligning digital presence with business goals and audience needs..

