

# KATIE DEMATTEIS

Philadelphia, PA • +1-845-802-3188 • [kmdemat@gmail.com](mailto:kmdemat@gmail.com) • [linkedin.com/in/katiedematteis](https://www.linkedin.com/in/katiedematteis)

Strategic, revenue-focused content marketing executive with 10+ years of experience building and scaling global content organizations for high-growth SaaS and cybersecurity leaders. Proven track record of leading teams and managing content programs that influence pipeline, drive ARR, and accelerate GTM velocity. Skilled in unifying brand, product, and demand under cohesive content strategies, and trusted by executive stakeholders to deliver measurable growth and innovation across the funnel.

## Professional Experience

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**Snyk, Remote**

2024 – Present

***Director of Content Marketing***

- Drove 40% YoY MQL growth and 30% organic traffic lift through a unified content strategy aligned with SEO, demand gen, and product priorities, contributing to pipeline acceleration
- Scaled a blended team of internal and external contributors to improve asset quality and delivery speed, accelerating GTM execution and brand alignment
- Introduced interactive, video, and gamified formats—grounded in audience insights—that boosted mid-funnel engagement by 80%
- Built a centralized content intake system that cut ad-hoc work by 60% and enabled planning across quarterly GTM initiatives
- Created executive dashboards to track engagement, conversions, and influenced pipeline, enabling data-led optimization
- Instituted editorial QA and governance to ensure messaging consistency and scale a cohesive content culture across the organization

**Fulcra Media LLC., Remote**

2022 – Present

***Founder & Principal Consultant***

- Advised 10+ B2B and DTC clients on content-led growth, boosting MQLs by 20% and session duration by 40%
- Delivered integrated SEO and creative strategies that improved visibility and conversion across commerce and SaaS platforms
- Provided market insights and messaging frameworks that guided GTM and product positioning
- Expanded client reach into new segments through trend-aligned content and audience strategy

**Eldritch Foundry, Remote**

2022 – 2024

***Interim Director of Marketing***

- Oversaw the creation and execution of a holistic marketing strategy, enhancing brand cohesion with focused messaging across all channels, and increased team productivity by 40% through strategic leadership and the implementation of a content calendar
- Achieved a drastic reduction in paid ad costs by 90% while boosting significant holiday sales by 300%, demonstrating exceptional efficiency and campaign success
- Collaborated with a diverse team, synergizing marketing with product development based on user feedback to meet market demands, and fostered cross-functional communication to enhance team collaboration

**Hiya Inc., Remote** 2021 – 2022

***Senior Content Manager***

- Tripled MQLs by developing targeted content and campaign strategies aligned with product priorities
- Boosted user engagement by 150% through high-impact campaign execution and audience-specific messaging
- Led large-scale content initiatives, managing scopes, roadmaps, and cross-functional delivery across marketing, product, and design

**Okta, Remote** 2020 – 2021

***Content Marketing Manager — Developer Marketing***

- Led a team of 10+ content creators, driving a 35% year-over-year increase in user engagement for developer-focused content
- Increased organic traffic by 52% by enhancing the Okta Developer brand across multiple channels through strategic content initiatives
- Orchestrated cross-functional collaborations to refine messaging and positioning in alignment with emerging tech industry trends

**VMware Carbon Black, Remote** 2018 – 2020

***Content Marketing Manager***

- Led a content team to deliver a 2.5x increase in MQL volume and a 388% rise in SQL conversions by solving complex cybersecurity content challenges
- Managed corporate and developer blogs to consistently attract 30,000+ monthly views while reinforcing brand voice
- Spearheaded cross-functional campaigns that drove a 150% increase in content-sourced lead generation

**Zylotech, Cambridge, MA** 2016 – 2018

***Head of Digital Marketing***

- Boosted email open rates by 35% by launching personalized, industry-specific campaigns
- Drove a 240% increase in social media engagement and 150% rise in leads through brand refresh and integrated campaigns
- Led brand voice and tone strategy across digital channels to unify messaging

**Adon Solutions, Chicago, IL** 2014 – 2016

***Head of Social Media***

- Increased conversions by 15% through a full website and content overhaul
- Created trend-driven content to strengthen cross-platform engagement and relevance
- Directed social media and web optimization strategy aligned with evolving KPIs and audience behavior

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**Education**

Vassar College, Poughkeepsie, NY 2016  
**BS in Political Science; BA in Drama**

NYU School of Professional Studies, New York, NY 2017  
**Certification—Data Visualization**

## Strategic Competencies

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**Content & Brand Strategy:** Executive-Level Content Planning, Narrative Architecture, Full-Funnel Messaging, Thought Leadership Development, Interactive & Video Content Design

**Growth & Demand:** Pipeline Influence, Product-Led Content Strategy, GTM Campaign Alignment, ABM & Mid-Funnel Activation, Multi-Channel Campaign Integration, Content-to-Revenue Attribution

**Marketing Leadership & Ops:** Team Building & Coaching, Budget Ownership, Cross-Functional GTM Planning, Global Content Operations, Strategic Planning & Forecasting, Executive Stakeholder Alignment

**Analytics & Martech:** Performance Frameworks, Lifecycle Analytics, Executive Reporting, Marketing Operations Enablement, Martech Stack (GA4, HubSpot, WordPress, Looker, AI Tools)

## Recognition & Awards

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*Speaker*, AI Revenue Summit 2023 — “[AI-Assisted B2B Content Marketing: From Creation to Conversion](#)”

*Guest Expert*, Virtual Intelligence Briefing — “[The Art & Science of Content Marketing](#)”

*Winner*, Okta Marketing Innovation Award (2020) — Recognized for campaign innovation and impact in developer content