

Chris Caesar

Senior B2B Technology Content Writer

A former journalist with extensive experience translating complex business and technical topics into clear, compelling content for technical and nontechnical audiences. Proven across SaaS, AI, ecommerce, business messaging, editorial strategy, and multi-format content development. Portfolio available at <https://www.chriscaesar.com>.

✉ chriscaesar@gmail.com

📍 Malden, Massachusetts

📞 (339) 224-3268

🌐 Full career history: <https://www.linkedin.com/in/chriscaesar>



KEY SKILLS

Technical Storytelling

Brand Voice

Editorial Leadership

Multi-Format Content

Cross-Functional
Collaboration

Content Project Management

Audience and Channel
Adaptation

AI-Assisted Content
Development



RELEVANT PROFESSIONAL EXPERIENCE

Content Marketer/Journalist

chriscaesar.com

10/2015 - Present

Malden, Mass.

Achievements:

- Develop and edit multi-format B2B content for SaaS and technology clients, including Salsify and SurveyMonkey, collaborating with SMEs and adapting content to distinct brand voices and audiences.
- Translate complex topics in AI, ecommerce, product data, and digital commerce into clear, compelling blog posts, long-form guides, ebooks, email campaigns, and webinar- and podcast-derived content.
- Earned bylines in national outlets including *The Washington Post*, *The Boston Globe*, Mic, Splinter News/Gizmodo, NBC Boston, Metro, Death and Taxes, and CAFE.

Copywriter (Contract)

WP Engine

06/2024 - 06/2025

Austin, Texas

Achievements

- Developed targeted B2B content for creative agencies, positioning WP Engine as the ideal platform for their unique needs, contributing to 20% YoY organic traffic growth.
- Created blog posts, long-form guides, and marketing assets aligned with demand generation efforts, supporting a 30% increase in attributed revenue from organic content.
- Co-developed a keyword and topic-cluster strategy that drove 10% YoY growth in first-page search rankings.

Copywriter (Contract)

Meta (Facebook)

10/2022 - 01/2024

Menlo Park, Calif.

Achievements

- Achieved a 92% MQL conversion rate as a key contributor during an extended contract. Demand-generation and growth content delivered sales-opportunity and user-adoption results at twice the projected rate.
- Co-launched the WhatsApp Business blog, scaling traffic from 0 to 1M+ monthly views in 7 months through strategic content development and SEO.
- Leveraged original research, strategized, and executed content campaigns throughout all stages of the customer journey, effectively driving both awareness of Meta's business messaging solutions and lead generation for Meta's sales team.



RELEVANT PROFESSIONAL EXPERIENCE

Operations Supervisor, Case Investigations

Partners In Health

04/2020 - 01/2022

Boston, Mass.

Achievements

- Provided critical assistance and support to thousands of individuals statewide impacted by Covid-19 quarantine protocols.
- Promoted to manage a team of five supervisors, as well as about 100 Covid-19 case investigators and contact tracers.
- Monitored, analyzed and acted on complex data sets with Amazon Web Services and Salesforce to identify productivity snags and quickly find solutions.
- Upheld 100% team compliance with public health protocols while managing productivity for a 100-person team of investigators and contact tracers.

Breaking News Reporter/Weekend Homepage Editor, Boston.com

Boston Globe Media

01/2014 - 10/2015

Boston, Mass.

Achievements

- Oversaw the newsroom on weekends and evenings, assigning breaking stories to writers and tracking developing stories. Maintained style guidelines and enhanced articles for SEO optimization.
- Led a number of traffic spikes to the site, including a post on Malaysia Airlines Flight 370 conspiracy theories. The piece was the No. 1 article on the site for days and led to a guest appearance on CNN — a first for the relaunched site.
- Wrote hundreds of stories on topics ranging from politics to online culture. Broke several major stories before competitors due to careful monitoring of social media sources. Stories were picked up by national outlets, including The Washington Post, Gawker and Reason magazine.

Local Editor

AOL (Patch.com)

04/2011 - 09/2013

Boston, Mass.

Achievements

- Grew Malden Patch to one of the most popular Patch sites in New England (out of several dozen).
- Oversaw a strategy that tripled unique traffic in less than a year and regularly more than doubled Malden Patch's monthly goals for reader engagement.
- Maintained one of the network's most engaged Twitter accounts (out of approximately 900 sites). Turned Malden Patch's Facebook page into one of New England's most engaged, growing its follower count sixfold in less than two years.



EDUCATION

Government/International Relations, Philosophy (B.A.)

Clark University

Worcester, Massachusetts



CERTIFICATES

Content Marketing Certification (HubSpot)

An online class covering best practices in content marketing.