

## KATHLEEN OHLSON

### SUMMARY OF QUALIFICATIONS

- **Content marketing manager and writer with** proficient writing skills and a passion for crafting engaging content
- **Demonstrated ability to** build successful campaigns with a strong and diverse portfolio of work
- **Committed** team player and relationship builder with ability to work cross functionally
- **Proven** project manager with an eye for detail and reputation for keeping projects on schedule

**SKILLS:** Adobe Acrobat Pro, Apple, Confluence, Google Workspace, HubSpot, Microsoft 365, Monday.com, Slack, Trello, Webex, Windows, Zoom

### PROFESSIONAL EXPERIENCE

#### **Axonius, Marketing Content Writer**

**2022-2023**

- Wrote various types of short- and long-form content, including ebooks, case studies, blog posts, and info sheets, for the top and middle funnel stages of the buyer's journey
- Crafted "Let's Talk SaaS" ebook, averaging three downloads per week and contributing to \$100,000 in closed/won full-path attribution
- Interviewed subject matter experts and created highly-relevant thought leadership ebooks, blog posts and info sheets
- Edited various types of short-form content, including blog posts, webinar presentations, partner collateral and speaking sessions
- Developed content for personas, including CISOs, CIOs and directors of IT
- Covered cybersecurity issues for different verticals, including federal, state and local governments, healthcare and corporate

#### **Rave Mobile Safety, Content Marketing Manager**

**2018-2022**

- Supported \$3.8 million in marketing-sourced opportunities and \$1.4 million in marketing sources closed/won business annually by spearheading website content strategy
- Increased mobile CTR from 4% to 14% quarter over quarter by optimizing downloadable content
- Promoted to Content Marketing Manager from Content Marketing Specialist in January 2019
- Covered state & local government and K-12 topics, transitioning from healthcare, higher education and corporate themes
- Developed content for personas, such as emergency managers, police chiefs, corporate security personnel, HR staff, crisis managers, superintendents and directors of operations
- Wrote and edited short- and long-form content, including ebooks, infographics, blog posts, case studies and sponsored articles for the entire buyer's journey

**Rave Mobile Safety, Content Marketing Manager****2018-2022**

- Crafted state & local government severe weather campaign, with average CTR of 9.6%
- Facilitated cross-collaboration quarterly campaign planning and analysis sessions with demand generation and design teams
- Shared pillar and special content with sales, marketing, customer success, software engineering and business development representatives
- Analyzed campaign performances on HubSpot and Salesforce and shared results with marketing, sales, customer success, software engineering and business development representatives
- Led high-profile promotional video project with Chief Operating Officer and other leaders
- Composed and edited content for website redesign and launch in 2019
- Created company-wide style guide following AP style standard

**Additional Writing and Editing Experience****Boston Content, Storyteller/Contributing Columnist**

- Crafted blog posts focusing on tips, tricks and hacks, including how-tos about personalization and tips to overcome a creative block

**The Agency at Staples, Editor/Writer**

- Edited all Staples marketing collateral and content marketing site, as well as seasonal and corporate campaigns
- Improved accuracy and consistency as sole editor for Full Line catalog, an 850+ page print vehicle that accounted for \$4 billion to \$7 billion in annual sales
- Reduced creation and editing costs of digital catalog by 42% and 33%

**EDUCATION & CERTIFICATION****HubSpot Inbound Marketing Certified****HubSpot Content Marketing Certified****HubSpot SEO Certified****BA, English, Minor in Communications**

Framingham State College, Framingham, MA

**MEMBERSHIPS****She Geeks Out****Content Marketing Institute****MarketingProfs****Boston Content**