

Lisa Arnseth

Content Marketing Manager | Technical B2B Content That Drives Pipeline

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SUMMARY

B2B content marketer who turns complex, research-heavy technical subjects into full-funnel content business and technical buyers actually read, and sales teams actually use. Writes ebooks, guides, reports, research-based thought leadership, customer case studies, campaign copy, and SEO content for SaaS and technology companies, including regulated markets such as trucking safety and compliance, life sciences supply chains, and healthcare. Owns content from strategy and SME interviews through review cycles and publication, and reports performance against engagement and pipeline, not just traffic. Led development of custom AI brand-voice tools and uses Claude and ChatGPT daily to speed drafting and content operations.

SELECTED WORK

- **Long-form:** Life Sciences Supply Chain Industry Spotlight [\[link\]](#): Executive audience targeted guide to drive demos
- **Customer proof:** Vivante case study [\[link\]](#): Company achieved 13% reduction on employee medical spend
- **Lead gen:** 3PL Unified Data Playbook [\[link\]](#): E-book generated from a top-performing webinar

CORE SKILLS

Content Strategy • Technical Thought Leadership & Research-Based Content • Regulated-Industry & Compliance Content • Ebooks, Guides & Reports • Customer Interviews & Case Studies • Blog, SEO & AI Search (GEO) • Campaign, ABM, Landing Page, Nurture, Email & Paid Search Ad Copy • Sales & Event Enablement (Webinars) • Product Launch & Web Content • Editorial Calendar, Content Catalog & Operations • SME Review Management • Brand Voice & Style Guides • Pipeline & Performance Reporting • AI-Assisted Content Workflow

PROFESSIONAL EXPERIENCE

Easy Metrics | Remote | Feb 2025 – Present

Senior Content Marketing Manager | Warehouse labor and operations management SaaS

- Run a webinar-to-playbook program that turns webinars and internal research into gated playbooks, long-form guides, case studies, and social content, generating \$1M in sourced pipeline and \$5M+ in influenced pipeline.
- Crafted emails, paid search ads, organic social posts, and landing pages for the FY25 ABM program that accounted for 70% of the company pipeline and influenced \$9M+ in won revenue.
- Produce interview-based customer case studies that document measurable labor productivity outcomes for warehouse and distribution operations.
- Develop sales kit copy, one-pagers, presentations, and internal launch announcements that make warehouse and operations technology clear to business and technical buyers and the sellers who pitch it.
- Set content strategy and align messaging by buyer stage across demand generation, paid media, SEO, product, and design teams.
- Write landing pages, nurture emails, and social posts for every marketing campaign; nurture emails cut early-stage funnel time 25%, and MQLs who engaged were 5x more likely to become opportunities.
- Own the editorial calendar and content catalog, and optimize website and blog content for organic search and AI answer engines (GEO), contributing to 23% organic traffic growth.
- Led development of custom AI brand-voice tools built on Claude and ChatGPT that keep tone consistent across channels and cut first-draft time 60%.
- Grew LinkedIn engagement 35% while managing and mentoring a two-person team (social media specialist and contractor) and coordinating external partners and consultants.

Kinaxis | Remote | Jan 2021 – Jan 2025

Senior Content Manager, Corporate Marketing | Supply chain planning SaaS

- Optimized the corporate blog and website for SEO and recommended UX improvements to grow organic traffic and page-one rankings.
- Built and led the “First Chair” customer video and editorial series, interviewing customers to produce three in-depth customer success stories that sales used in active deals.
- Created and launched the “Big Ideas in Supply Chain” thought-leadership podcast: 33 episodes, repurposed into blog, social, and email content.
- Directed messaging and brand voice for three industry vertical campaigns, including life sciences and retail.
- Co-developed technical thought leadership with Engineering leaders on supply chain planning technology.

Cylinder Health (formerly Vivante Health) | Remote | Mar 2020 – Jan 2021

Content Marketing Manager (Mar – Aug 2020); Contract UX Writer (Aug 2020 – Jan 2021) | Digital digestive health

- Created lead generation and mid-funnel content (white papers, webinars, email, and blogs); grew LinkedIn total engagement 38% in one quarter.
- Wrote in-product UX copy for the company’s digital health platform.

Home Advantage | Remote | Jun 2018 – Dec 2019

Content Specialist | Credit union member real estate portal

- Grew member acquisition 46% through targeted content campaigns.
- Led content for a full website relaunch, client campaigns, and ebooks; wrote the brand style guides.

PrePass Safety Alliance | Phoenix, AZ | Apr 2017 – Jun 2018

Content Marketing Manager | Commercial trucking safety and compliance technology

- Owned SEO strategy, content planning, and launch creative for two product launches and two website redesigns.
- Wrote prepass.com product and web content explaining FMCSA safety scores and how they affect weigh-station bypass eligibility for fleets.
- Launched the trucking safety podcast “Eyes on the Road”; produced and hosted webinars with partners, customers, and industry organizations.

Institute for Supply Management | Tempe, AZ | Mar 2007 – Mar 2017

Senior Writer and Publications Coordinator | Professional association for supply management

- Researched and wrote 70+ feature articles on business, technology, supply chain risk and ethics, and sustainability, and created the recurring Sustainability and Tech Talks columns.
- Launched and managed a blog microsite and bimonthly newsletter reaching 35,000 subscribers.

Early Career

Copywriter, Managing Editor, and Editor-in-Chief roles in B2B publishing and health and wellness at Virgo Publishing, Powertrade Media, and TriVita.

EDUCATION

B.A. Communications, cum laude, Monmouth University, West Long Branch, NJ (Concentration: Radio and TV Production)

TOOLS

Content & AI: Claude, ChatGPT, WordPress, SEMrush, ContentAced, Descript

Marketing & analytics: HubSpot, Salesforce, Demandbase, Google Analytics (GA4), Sprout Social

Workflow: Asana, monday.com, Wrike, Slack, Miro, Google Workspace, SurveyMonkey