

MARISSA R. FEIGEN

GLOBAL B2B CONTENT MARKETING LEADER

Portfolio: marissafeigen.com

PROFILE

Global B2B content leader with 10+ years driving measurable revenue growth and marketing impact for complex Customer Experience Management (CXM) and Customer Communications Management (CCM) platforms. Expert in translating market intelligence and technical capabilities into authoritative thought leadership that attracts, engages, and converts executive buyers across industries. Trusted content partner to product, sales, and CX leaders, with a reputation for elevating brand authority and orchestrating multi-channel content journeys that help secure multi-million-dollar enterprise deals.

EXPERIENCE

GLOBAL CONTENT MARKETING MANAGER

Quadient, Remote / March 2022 – Present

- **Global Campaign Content:** Exceeded CXM global pipeline and revenue targets by developing integrated campaign messaging frameworks and assets to support full-funnel prospect nurture journeys, driving the acquisition of 2,400 new customers and double-digit bookings growth in Q4 2025 by partnering with Product Marketing to turn three proven enterprise sales plays into campaigns targeted to unique buyer motivations and business profiles.
- **Thought Leadership:** Pulled C-suite buyers into the funnel and elevated brand authority by turning market insights and research analysis into flagship thought leadership assets, generating \$1.7M in closed sales and 180 MQLs from a custom report and webinar designed to help CIOs and CXOs position for success in the new era of 'AI-Orchestrated Communication Experiences,' a market term I defined that is now being adopted by global market analysts.
- **Go-to-Market Activation:** Increased customer acquisition and lifetime value by owning the messaging, creative strategy, and content development for 40+ global product launches, driving 32 opportunities and \$3.38M in closed bookings for a fast-growing digital accessibility solution (Inspire Adapt), while increasing the number of Inspire CCM enterprise customer upgrades by 35% with Inspire Flex Release 17—generating over \$8 million in up-sell revenue.
- **Digital Content Strategy:** Grew organic web traffic and boosted conversion rates by owning content strategy for all CXM product pages, bringing average page spend time to six minutes and form conversion rates to ~3.25% by optimizing SEO, GEO, and the digital buyer journey. Consistently produced blogs, resource pages, and organic social posts on key industry topics, with LinkedIn posts averaging 1,800 impressions, 11% engagement, and 6% CTR.
- **Content Optimization:** Analyzed email, web, CRM, and paid media analytics to identify top-performing assets and formats across regional audience segments, channeling insights into actionable campaign content optimization strategies, including full-funnel touchpoint consolidation and asset remapping of three always-on global campaigns, which elevated the email nurture open rate to 40%+ and CTR to 6%+ for all five target regions.

CONTACT

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EDUCATION

Bachelor of Arts Degree

Western CT State University
Danbury, CT

Major: Professional Writing

Concentration: Public Relations
Awards:

- John Tamas Award for Outstanding Writing
- Barbara Winder Award in Creative Writing
- Dean's List every semester

PLATFORMS

- Drupal / WordPress
- Claude / ChatGPT / Copilot / Gemini
- Grammarly Pro
- Salesforce
- Eloqua / Pardot
- Tableau
- Asana / JIRA / Smartsheet
- Canva
- Bynder
- HootSuite / Agorapulse
- Klue
- PushAssist
- Google Analytics
- Adobe Creative Suite
- Microsoft 365
- Yoast / Semrush
- XMPie / Circle
- Quadient Inspire

EXPERIENCE (Cont.)

HEAD OF MARKETING

Cierant Corporation, Danbury, CT / December 2017 – January 2022

- **Systems & Team Leadership:** Built and led a high-performance team with a \$500k annual budget that I strategically allocated across industries, creating scalable systems for pipeline generation, lead nurturing, and campaign performance management across digital and physical touchpoints, rapidly creating a database of 8,000+ qualified healthcare prospects and 6,000+ CPG prospects gathered from tradeshow, gated content, and web form inquiries.
- **Content Strategy & Delivery:** Owned the creation and cross-channel promotion of form-gated white papers, insight briefs, and benchmark reports that brought original insights to market and delivered a consistent flow of leads, including a survey-based report on the state of Shopper Marketing Optimization that generated 425 organic leads in the first week, extended by sponsored *Consumer Goods Technology* e-blasts achieving a 24% open rate and 8% CTR.
- **Lifecycle Lead Nurturing:** Launched and managed a monthly thought leadership newsletter for both the health insurance and CPG industry, each achieving 850+ executive subscribers in year one and a consistent 34% average CTOR—one of the most effective lead nurturing tactics deployed, driving dozens of weekly inquiries from the featured data insights and business strategies.
- **Branding & Positioning:** Drove solution market awareness and demand by developing competitive value proposition messaging and promoting across channels, including full branding and collateral development for the launch of CommONE™, a Customer Communications Management software & services suite powered by XMPie®, leading to the acquisition of major clients, including Horizon Blue Cross Blue Shield (BCBS) New Jersey and BCBS Massachusetts.
- **Multi-channel Campaigns:** Conceptualized, activated, and measured cross-media campaigns that unite dynamic creative with fully personalized messaging and digital experiences to showcase the power of XMPie®. Integrated paid media and content syndication tactics, such as sponsored promotion of a white paper in America's Health Insurance Plans (AHIP) Solutions SmartBrief newsletter, achieving 7% CTR and 284 unique clicks from the first ad placement.

ASSOCIATE MARKETING MANAGER

Cierant Corporation, Danbury, CT / January 2016 – December 2017

- Amplified lead acquisition through an integrated, cross-media approach including direct mail, personalized landing pages, paid social, and digital ads.
- Raised company prominence in industry communities by selecting the right events for exhibition/sponsorship and running pre- to post-show marketing.
- Improved the speed and quality of marketing creative by writing clearly defined creative briefs and developing format-specific content design templates.
- Garnered publicity, earned media, and product recognitions by regularly engaging and nurturing relationships with editors and industry associations.
- Increased company visibility by leading end-to-end design, content strategy, and launch of the corporate website and a CPG product microsite.

SOLUTIONS MARKETING ASSOCIATE

Cierant Corporation, Danbury, CT / November 2013 – January 2016

- Established product branding, ICPs, and value propositions across the solutions portfolio, including a platform that powers shopper marketing for 60+ brands.
- Drove ABM with product-specific collateral sets for digital and physical delivery, used as part of insights-led, personalized sales outreach to target accounts.
- Optimized the sell-in lifecycle by leading the launch of two solution demo sites and turning account research into strategic sales presentations and proposals.
- Defined and elevated clients' personalized marketing strategies in coordination with product teams, including programs for Hearst, Canon, and Just Candy.

AREAS OF EXPERTISE

- B2B content strategy for enterprise software
- Messaging frameworks, narratives & pillars
- Executive storytelling
- Thought leadership / POV anchor pieces
- Persona-driven value proposition canvases
- AI-driven content creation & refinement
- Go-to-market content
- Full-funnel campaign content mapping
- Web content strategy & CMS management
- Organic and paid social media strategy
- SEO / AEO / GEO
- Creative concept development & briefing
- Agency onboarding and management
- Long-form hero assets (eBooks, white papers, case studies, reports)
- Industry newsletters
- Product literature & sales enablement collateral
- Editorial content & calendar ownership
- Market research & competitive intelligence
- Global analyst relations & ranking report promotion (IDC, Forrester, Gartner)
- Global campaign execution at-scale & localization
- Canva-led design, editing & review workflows
- Development of content design templates
- Video scriptwriting & storyboarding
- Content processes, governance & standards
- Cross-functional stakeholder alignment