

STEFFEN CAMPBELL

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EDUCATION

CLEMSON UNIVERSITY

Bachelor of Arts in Writing and
Publication Studies.

Minor in Business Administration.

Summary

I specialize in B2B & B2C tech writing & content management. I have written about many SaaS tech products, from distributed clouds to virtual meeting assistants and everything in between. Over the years, I have learned that communicating the value of a product is about far more than a product pitch; it is about translating technical concepts into easily digestible chunks of content that tell customers exactly how and why you can solve their challenges and meet their expectations.

Technical Skills: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Microsoft Office Suite, Google Analytics & Suite, Mailchimp, WordPress, Highspot, SalesConnect, Affinity Studio, Sharepoint, Stensul.

Professional Skills: SEO, Social media management & campaigns, Content research & creation, Email marketing & campaigns, Web design, Project management, Content marketing, Partner Marketing, and Product Marketing.

Selected Experience

Cisco AppDynamics Partner Marketing Manager

May 2020 - Present

- Support a global partner network through partner marketing programs involving content strategy, creative development, project management, and marketing & communication campaigns in a B2B SaaS environment.
- Led B2B go-to-market strategies, content campaigns, product roadmaps, and feature-launch strategies based on customer challenges & expectations which led to 20% growth across partner channels.
- Collaborated with product marketing, marketing leadership, & sales enablement teams to craft compelling marketing plans and campaign content for live events, global thought leadership, and demand generation/activation that increased pipeline by 15%.
- Manage and deliver a monthly newsletter to 10,000+ recipients on latest activities, resources, and events. Partnered with Sales, Product, Sales Engineering, and Customer Success teams on enterprise-wide projects to create relevant product-based content for partners based on sales leads like web pages, webinars, infographics, blogs, worksheets, data sheets, ebooks, and whitepapers.

Freelance B2B & B2C Technology Content Writer

Jan 2015 - Present

- Create B2B & B2C content for businesses focused on technology products & services.
- Write, market, and optimize technology-focused content in a variety of formats including blogs, whitepapers, datasheets, websites, and eBooks.
- Optimize content & websites to ensure all content is SEO-friendly, compelling, and shareable.
- Research, write, and develop content for greater market engagement and brand voice growth of clients' software & solutions.

Talon Storage Marketing Manager

August 2018 - March 2020

- Planned, implemented, and increased multi-channel growth by 35% by increasing brand awareness, pipeline generation, and content development.
- Implemented marketing campaigns across multiple channels, increasing interaction in market segments by 35%.
- Optimized web, SEO, and social content, leading to a 25% increase in engagement and audience growth.
- Collaborated with Sales to develop content relevant to customer challenges & expectations leading to 30% growth in Top of Funnel leads.
- Designed and implemented new web strategies to increase web traffic & content engagement, leading to 45% growth in web traffic & downloads.