

# M. BARRIGA-WEYERS

## Content & Communications Specialist

### CAREER

Experienced communications and content professional with a proven track record across channels through communications, marketing, and coordination development via roles at enterprise companies. Developed processes to engage in relationships to create outsized effects. Host and producer of a top-rated podcast, WOC Talk Biz, distributed on 96% of podcast apps. Skilled in strategic planning, educating audiences, and event support. Ready to drive impactful results and contribute to your organization's success. Currently enrolled in PMI, CAPM and SBA business course to grow my skillset from a broader business lens.

**STRENGTHS:** Cross-functional coordination, strategic relationship building/engagement, community engagement, project management, content delivery, copywriting, multi-channel campaigns, analytic tracking

#### CONTENT PRODUCER/COMMUNICATIONS, ServiceNow, B2B

09/2020 – current  
Santa Clara, CA

- Managed content across teams to support product launches and increase adoption and awareness.  
**Win:** Crafted an executive thought leadership article featured in Forbes blog, landing 17K audience views in the first 2 mos. Developed content processes to enhance efficiency and collaboration among 5 stakeholders. Collaborated with cross-functional teams, including designers, editors, and events personnel for social and omni-channel campaigns.  
*Internal & External Teams: Communications, Digital Employee Experience.*

#### PODCASTER & PRODUCER/COMMUNICATIONS, WOC Talk Biz (Women of Color)

4/2020 - 07/2023  
Remote

- Designed process workflow to engage speaker pipeline. **Win:** Identified and coached SMEs to speak on podcast, nurturing speaking confidence and practice. Theme: Women of color leaders who share work strategies in tech, media, corporate life.
- Recruited and coached tech and media speakers, featuring women of color leaders sharing career strategies.
- Managed the end-to-end production process, including strategy, creative and social marketing, scripting, and multimedia content.
- Built and led a team of 5 individuals for graphic design, marketing, and research.

#### CONTENT MARKETING LEAD/PROJECT MANAGER, Seiler LLP

09/2020 – 09/2021  
Walnut Creek, CA

- Supported client growth and communications by project managing client newsletters and coordinating 7 stakeholders. **Win:** Delivered well above average open rates for industry KPIs of 16%. Coordinated an editorial freelancer, contract copywriters, a publisher, executives, and asset distribution on multiple channels. Owned client asset delivery, zeroing in on client outreach, landing pages, Covid/client impact, and timeline approvals.

#### MARCOM DIGITAL CONSULTANT, Wells Fargo, B2B (marketing, communications)

10/2019 – 09/2020  
San Francisco, CA

- Produced 55 marketing/ad messages on commercial banking platform for companies valued at 13M+.  
**Win:** Successfully delivered content against complex SLAs with tight deadlines while operating at 80% capacity to publish Splash pages, Sign-Ons, Home Pages, Mobile, and Updates. Engaged with 5 cross-functional groups, including designers, producers, legal, and product managers. Editor and proofer for fellow publishers.

## SOCIAL MEDIA MARKETING MANAGER, Cisco, B2B/B2C

10/2018 – 10/2019  
San Jose, CA

- Developed content strategy of Lead Gen initiatives in social media to drive sign-ups, grow demand of cybersecurity certifications, and drive community engagement through live Twitter events, industry forums, Facebook, Instagram, communications. **Win:** Received an increase in captured leads with each campaign, delivering at 15% above metric goals while leading within my team.
- Wins earned through influencer coordination, thematic/content calendaring, thought leadership, content writing, community engagement. Leveraged personas, UGC, and analytic/qualitative insights to connect with customers and optimize campaigns in the US and globally.

## COORDINATOR & BRAND MANAGER, YouTube, B2B

04/2017 – 10/2018  
San Francisco, CA

- Led the video ad lifecycle function through brand campaigns, sales support, and post-sales support for several mega-brands. **Win:** Worked cross-functionally to successfully deliver 50 ads monthly while moving client and sales relationships forward. Collaborated tightly with sales while coordinating with ad vendors to place premium display ads and secure customer orders up to 800K. Collaborated with agencies, trafficking, and QA to deliver at a 98% distribution success rate.
- Targeted the top 5% of creator video channels for ads and supported high-end CX via GP Premium program.
- Created recommendations based on client budgets and inventory while conducting cross-functional meetings. Promoted to research and set-up Originals' shows to support celebrity-driven content.

## DIGITAL MARKETING CONSULTANT, Wells Fargo

08/2016 – 04/2017  
San Francisco

- Performed key publisher and strategist roles on marketing team, balancing 11 marketing projects simultaneously. **Win:** Managed the publishing & creation of 250 online offers during website migration to produce new consumer website while building out newsletter playbook for managers. Collaborated frequently with diverse U.S. team.

## CONTENT MARKETING/COMMUNICATIONS MANAGER, Autodesk (SaaS)

02/2015 – 08/2016  
San Francisco, CA

- Managed service line content for two program managers. Channel work included social media posts, internal communications, marketing, rebranding content, sales enablement assets, calendaring, proofing & publishing customer success videos, refurbishing pitch decks, editing video scripts, sourcing leads for customer stories, driving newsletters. Utilized 3rd party agencies and budgets for event collateral, newsletter distribution, and analytics.
- **Win:** Enabled our sales division to increase asset downloads by 48% year-over-year while motivating sales teams to use rebranded content for enterprise sales meetings. Through teamwork and promotions, the sales team boosted their use of new sales tools and assets.

## E-COMMERCE MARKETING/SALES ADMINISTRATOR, NeoVintage (Freelance)

08/2014 – 02/2015  
San Francisco, CA

\* 2019-2020: Developed and curated content for home goods website (Rebranded as Tala Design).

- Designed, executed, and managed business marketing plan for a start-up online retailer, guiding brand goals and driving retail sales through end-to-end content and curation on multiple platforms. Editor for local magazine advertisements and tracking, resulting in an uptick in sales by 15%. Editor for copywritten content produced by external writers.
- **Win:** Successfully resolved end-client's product delivery issues by managing customer reviews and communications.
- Developed and expanded new sales channels to push inventory sales online, resulting in new revenue streams through social sales and a widely used e-commerce platform. Initiated and monitored social media promos, effectively engaging target audience to drive conversions.

## ECOMMERCE & MARKETING/COMMS MANAGER, Kenzo Estate Winery

12/2012 – 8/2014  
Napa, CA

- Online program manager owning marketing/sales via cross-channel strategy for \$100+ million lifestyle start-up. Exceeded over \$141 K in online revenue growth over a 7-month timeframe through brand strategy, internal communications, social media campaign management, use of multi-channel web strategies. \*Spearheaded social media sales and mobile sales via new accounts.

- Managed budgets and contracts for PR, ads, agencies, and product sales. Collaborated across four teams. Crafted all content via copywriting, A/B testing, analytic and qualitative insights. **Win:** Surpassed online quotas seasonally with refined campaigns to amplify impact for wine destination launches. Reported directly to executive, President of Kenzo Estate.

**TOOLS & EDUCATION:** ASANA, SHAREPOINT, PPT, WORD, MICROSOFT TEAMS, SPRINKLR, HOOTSUITE, MAILCHIMP, VISIO, LUCIDCHART, YOUTUBE'S AD-OPS, BUZZSPROUT, SLACK, HEADLINER, CONTENT BRIEFS, 10+ CONTENT MANAGEMENT SYSTEMS, VIN65 CRM, CANVA, PHOTOSHOP, ADOBE RUSH VIDEO.

- iPEC/ELI Leadership Coaching 2022, Roadmap 2022, Career OMJS Program 2021
- Pays to Podcast Accelerator, 2020 | HubSpot Academy - Inbound Certification, Level I & II - Nov 2018
- Cal State University, Long Beach - B.A., English Language Education, Comp. Literature
- Academy X - Web Marketing Certificate (Analytics, SEO, Social, HTML) | UCLA, Entertainment **PR Course**