MONICABARRIGA-WEYERS

CONTENT MARKETING MANAGER

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**CAREER SUMMARY**

## With six-plus years of experience in content development and branded marketing, I've fine-tuned my delivery, but I'm also an expert in cross-team comms and marketing PM. I’ve driven numerous projects to the finish line in start-ups and top-tier organizations. Through consulting roles, I've learned to develop relationships to align for impact. Now, I host and produce an interview-style podcast for DEI careerists to explore how they overcome challenges, distributed on 96% of podcast apps. Prior to marketing, I produced and directed media performance events and was awarded by the City of LA.

***STRENGTHS:* CONTENT PLANNING & DEVELOPMENT, CONTENT WRITING, CROSS-FUNCTIONAL COORDINATION, CONTENT STRATEGY, ANALYTICS, MARKETING PROJECT MANGEMENT, EDITORIAL CALENDARING, MULTI-CHANNEL DELIVERY, SOCIAL MEDIA, ANALYTICS, BRIEFS, PODCAST STRATEGY & PRODUCTION.**

**CONTENT PRODUCER, ServiceNow** 5/2021 – 12/2021

# Santa Clara, CA

* To grow adoption and awareness, managed content across teams to support product launches, releases, store, updates. **Win**: Crafted an executive thought leadership article featured in Forbes that landed 17K views in the first 2 mos. Designed a content workflow process to increase content efficiency, serving 5 stakeholders to lead branded stories with a roadmap-influenced strategy. Collaborated with enablement, editors, execs, directors, PMs, and PMPs. Story planning included calendaring, kick-off meetings, project tracking, newsletters, social posts, video scripting, decks, and case studies. Programs: DEX, Comms for Enablement.

**PODCASTER & PRODUCER, WOC Talk Biz (Women of Color)** 4/2020 – current SF Bay Area

* Program Management: Launched 13-episode podcast in 8 weeks, distributed on 96% of podcast apps by managing calendaring, content strategy, social/forum marketing, SME interviews, and publishing. Built and led team of 5 people executing sound editing, graphics, marketing, user-listener research.
* Designed method to recruit and pitch 10 tech/media speakers. **Win:** Coached SMEs to speak on podcast, removing mental blockers. Theme: Women of color leaders who share work strategies in tech, media, corp life.

**CONTENT MARKETING LEAD/PM, Seiler LLP** 4/2020 – 6/2020

# Walnut Creek, CA

* Supported business development 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 writers, a publisher, and asset distribution on multiple internal/external channels. Owned client asset delivery zeroing in on user outreach, landing pages, Covid/client impact, and executive approvals.

**MARCOM DIGITAL CONSULTANT, Wells Fargo** 3/2019 – 9/2019

# San Francisco, CA

* + Produced 55 marketing/ad messages on commercial banking platform to support MarCom initiatives. **Win:** Successfully delivered content against complex 22-day SLAs with tight deadlines while operating at 80% capacity to publish Splash pages, Sign-Ons, Home Pages, Mobile, and Service Updates. Became a trusted player within a dynamic communications and PM eco-system. Worked with 5 cross-functional groups, including Product, Designers, Engineering, Producers, MarCom, Legal.

**GLOBAL SOCIAL MEDIA MARKETING MANAGER, Cisco** 8/2018 – 10/2018

# San Jose, CA

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

**COORDINATOR & BRAND MANAGER, YouTube** 8/2017 – 2/2018

# San Francisco, CA

* Administered the video ad lifecycle function through campaigns, sales support, and post-sales support for several mega-brands. **Win:** Worked cross-functionally to successfully deliver 300 video ads in six months while moving client and sales relationships forward. Collaborated tightly with sales while coordinating with top tier ad agencies to place premium display ads and secure customer orders up to 800K. Collaborated with trafficking, QA, and delivered targeted metrics at 98% rate.
* Targeted the top 5% of creator video channels for ads and supported high-end CX via GP Premium program*.*
* Created recommendations to service matched budgets and inventory while conducting cross-functional meetings. Promoted to research and set-up Original shows to support celebrity-driven content.

**DIGITAL MARKETING CONSULTANT, Wells Fargo** 4/2016 – 1/2017

# San Francisco, CA

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

U.S. Collaborated on 40 emails targeting early funnel customers to drive lead generation, sales, and educate on topics that impacted consumers. Typically worked at 80% capacity.

**CONTENT MARKETING MANAGER, Autodesk** (SaaS) 5/2015 – 4/2016

# San Francisco, CA

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

**ECOMMERCE & MARKETING MANAGER, Kenzo Estate Winery** 12/2012 – 8/2014

# Napa, CA

* Online program managerowning 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 & campaign management, use of multi-channel web strategies, surpassing conversion goals. Spearheaded social media sales and mobile sales via new accounts.
* **Win:** Surpassed online quotas seasonally with refined campaigns to amplify impact for wine destination launches.

**EDUCATION:** 2022 Roadmap Coursework w/Malinda Coler

* iPEC/ELI Career & Leadership Coaching, 2022**,** Career Success 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)

**TOOLS:**

ASANA, PHOTOSHOP, LUCIDCHART, G-SUITE, ADOBE RUSH VIDEO, BRIEFS, AUDIOGRAMS, SPRINKLR, YOUTUBE’S AD-OPS SYSTEMS, 10+ CONTENT MANAGEMENT SYSTEMS, BUZZSPROUT, HEADLINER, SHAREPOINT, LUCIDCHART, CONTENT WORKFLOWS, MICROSOFT SUITE, SLACK, JIRA, CONFLUENCE, CANVA.