

# Sarah Close

## Content Marketing Leader



Results-focused, data-driven content marketing leader with over 25 years of experience in high-tech, primarily as an independent contractor. Skilled in content strategy and execution, particularly around thought leadership. Highly proficient in custom WordPress website development and graphic design. Expert collaborator across diverse teams, with deep understanding of corporate, agency and freelance perspectives. Huge fan of AI tools.



## Contact

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## Education

### STANFORD UNIVERSITY

B.A., Women's Studies  
1992-1995

### U.C. SANTA CRUZ

Certificate in Strategic  
Marketing Communications  
1997

## Skills

COPYWRITING / EDITING /  
PROOFING

EDITORIAL CALENDAR  
MANAGEMENT

CAMPAIGN STRATEGY &  
MESSAGING

THOUGHT LEADERSHIP

MARKET RESEARCH

SEO & RELATED TECH (AHREFS,  
SEMRUSH, GOOGLE ANALYTICS,  
ETC.)

SOCIAL STRATEGY & CAMPAIGNS

MARKETING ANALYTICS

PROJECT MANAGEMENT TOOLS  
(ASANA, MONDAY, ETC)

VENDOR & CONTRACTOR  
MANAGEMENT

WEB DESIGN & COPY

WORDPRESS DESIGN &  
CUSTOMIZATION

CSS / HTML

PHOTOSHOP / ILLUSTRATOR /  
INDESIGN

**CONTENT PORTFOLIO  
AVAILABLE ON REQUEST**

## Experience

### DATABOOK (FULL-TIME CONTRACT)

Sr. Content Marketing Mgr, Thought Leadership | 2022-present

Strategize, plan & execute multi-platform thought leadership content, including written, digital, video, & AI-assisted. Recent highlights:

- » Built WordPress-based content hub as part of a new online community in less than a month. MoM audience growth topped 650% in first 10 weeks of beta & is still climbing.
- » Helped message and launch new SRM technology category, including 5 live webinars and copious written and video content.
- » Designed & executed multiple market research projects to build credibility and further define SRM category.

### FULL CYCLE CREATIVE / FREELANCE CONTRACTOR

Founder & Strategist | 2000-present

Provide various content, design, & website build services for dozens of tech companies, small businesses and nonprofits. Recent highlights:

**Strattam Capital** | 2017 - present | Copywriter & editor applying in-depth insight of the acquisition process to numerous thought leadership pieces for this private equity firm with a \$450+M portfolio.

**Rock Solid / PrimeGov** | 2021-22 | Wrote a variety of content marketing campaigns, including TOFU/BOFU nurture series. Analyzed and distilled market research data, then wrote, designed and laid out survey report and graphics for distribution.

**Udemy Business** | 2021-22 | Wrote numerous customer success stories to showcase this leading B2B learning platform.

**Jobvite** | 2013-18 | Sole writer & editor, responsible for creating dozens of content marketing assets—including ebooks, white papers, email campaigns, landing pages, keynotes, third-party published CEO articles, and more. Helped grow company from \$2M startup to \$20M industry leader with marketing heavily focused on content.

### THE TDA GROUP

Managing Writer | 1998-2000

Multitasked as a writer, editor, high-value account manager, people manager & project director for this successful Bay Area integrated content marketing agency.

- » Hired & led small teams of writers and designers to produce award-winning content projects during the prime of the dot-com boom.
- » Served as managing editor of print magazines for IBM (eBusiness Edge) and Indus (Indus Insight). Contributed articles to additional print magazines for companies like Adobe and Dell.