

Manasi Patel

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[Content Strategy](#) | [Digital Marketing](#) | [Editorial Management](#) | [Demand Generation](#)

Strategic content marketer with over 10 years of experience managing and scaling brands that inspire, educate, and build trust — specifically focused on the B2B, SaaS, and startup technology sectors. Confident leader and communicator who delivers innovative solutions to complicated business challenges and gains buy-in through measurable results. Brands include Lattice, Gartner, G2, SONY, Subaru, and more.

Competencies & Skills

SEO | Integrated Campaigns | Partner Marketing | Sales Enablement | Copywriting | Storytelling | Data Analysis | Social Media | Web Optimization | Lead Generation | Journey Mapping | Project Management | Graphic Design | UI/UX | Process Improvement | Stakeholder Engagement | AI Content

Technical Skills: *Wordpress | Hubspot | Webflow | Wix | Asana | Google Analytics | Google Trends | Looker | Hootsuite | Sprout | Tableau | JIRA | Excel | Adobe Suite | Canva | Figma | Seismic | Showpad | Semrush | Ahrefs | SurferSEO | ChatGPT | Gemini | Claude | Copilot | Jasper*

Accomplishment Highlights

- **Grew monthly organic traffic by over 150%** within two years by developing an industry-leading content marketing program.
- **Facilitated an 82% increase in marketing qualified lead generation (MQLs)** by founding an enterprise-level thought leadership blog targeted at C-suite, SaaS, and B2B audiences in the IT and Managed Services sector.
- **Improved conversion and clickthrough rates by 65%** by optimizing website content to improve user pathways and drive decision-making across the buyer's journey.

Work History

Senior Content Strategist | Firstup, Remote

April 2023 | May 2024

Developed and executed a user-centric content strategy as part of the Demand Generation team, focused on fueling brand visibility, engagement, and product adoption for a B2B, SaaS solution in the People Operations, Employee Experience, and HR Technology market. **Staff: 30+**

- **Full-funnel Engagement:** Built a content roadmap supportive of revenue goals and go-to-market (GTM) strategies for new enterprise product capabilities. Crafted content for every stage of the buyer's journey, including evergreen SEO blogs, thought leadership content, emails, whitepapers, infographics, paid media, PR bylines, and videos. Resulted in a **30%** increase in user engagement and average engagement time.
- **Persona-based (ABM) Strategy:** Produced segmented content to penetrate and drive action from Firstup's ideal customer profile (ICP), including top-down and middle-out personas (C-suite & Directors), as well as Healthcare, Manufacturing, and Retail verticals. Resulted in **65%** more conversions and clickthrough rates (demo signups, downloads, registrations, etc.) and bounce rate improvement of **10%**.
- **Web Optimization:** Improved user pathways to key webpages by implementing a dynamic content architecture and CTA framework, supporting a **45%** increase in both average session duration and page views per session. Achieved buy-in for resources to coach stakeholders on web content production and SEO best practices, supporting a **33%** increase in monthly year-over-year (YoY) traffic.
- **Social Media:** Stepped in as interim social media manager to establish a media-like brand presence that evangelized internal thought leaders, customer experiences, product launches, press activity, and more. Ownership included external agency management, social listening and interaction, annual conference and event marketing, visual design, and more, resulting in a **62%** increase in impressions, **277%** increase in video views, and **13%** increase in new followers across LinkedIn, Twitter, YouTube, and Facebook over two quarters.
- **Process Improvement:** Established foundational workflows for content distribution, syndication, and mapping, brief creation, design templates, website publishing, SEO updates, editorial calendar management, Sales and CX enablement, and more. Scoped and piloted AI solutions to scale content repurposing, audits, revision cycles, and competitive research.
- **Campaign Planning:** Partnered with Integrated Marketing Manager to ideate and execute omni-channel campaigns across organic social, email, paid ads, website, events, and more. Established performance benchmarks based on historical and industry metrics applied performance insights to ensure the campaigns elevated the Firstup brand and fueled the next phase of growth.

Content Marketing Manager, Editorial & Brand | Lattice, San Francisco, CA; New York, NY **February 2021 | January 2023**

Promoted from Content Marketing Specialist in less than one year. Owned the editorial calendar that established Lattice as an industry thought leader while managing a global team of over a dozen contractors, freelance writers, editors, and agencies. **Staff: 30+**

- **Content Lifecycle Management:** Established workflow for planning, creating, publishing, and retiring content that powered the marketing funnel and supported high-profile product launches. Defined, tracked, and iterated on KPIs to produce **60%** of top-performing online assets.
- **Team Leadership & Collaboration:** Spearheaded collaboration with Sales, CX, Business Development, and Product Marketing teams, ensuring alignment across a growing stakeholder base via steering committees and strategically publishing over 180 articles and 20 eBooks.
- **SEO & Demand Generation:** Amplified content performance and web traffic through keyword-driven strategy in partnership with an SEO vendor, resulting in more than **double growth (82%)** in average monthly organic traffic within two years.
- **Website Optimization:** Audited and improved website UX, including site navigation, content architecture, webpage layout, and more, resulting in **62%** improvement in year-over-year bounce rate over two years.
- **Writing & Publications:** Authored and edited bylines published in Fast Company, Quartz, and several trade publications while tripling average monthly publishing cadence within a year (without sacrificing quality).

Content Strategist — Merchant Communications | Wish.com, San Francisco, CA

March 2020 | August 2020

Delivered effective, reliable communication for thousands of global retailers while seamlessly navigating a shifting global ecosystem for e-commerce businesses and supply chains. **Staff: 3**

- **End-user & Crisis Communications:** Distilled technical information into digestible, localized content for globally distributed retailers (with a focus on Chinese merchants) in real-time during the onset of the COVID-19 pandemic.
- **Cross-Functional Collaboration:** Partnered with subject-matter experts (SMEs) across Sales, Engineering, Product Design, Customer Marketing, Operations, Field Enablement, PR, and Legal teams to deliver accurate collateral, policy and feature announcements, enablement assets, and UI/UX content for product launches.

Brand Strategist | Academy of Art University, San Francisco, CA

June 2018 | March 2020

Promoted from **Integrated Program Marketing Specialist** in a year. Sourced and managed content campaigns, brand partnerships, co-marketing programs, and press for 10 accounts in the education sector, reversing downward trend in applications for **60%** in one year. **Staff: 15**

- **Campaign Management:** Led inbound marketing across social media, paid ads, landing pages, email, SMS, sweepstakes, billboards, and more, driving a **25%** increase in enrollment over 1.5 years.
- **Content & Brand Consistency:** Crafted inaugural brand guidelines, print magazines, and target persona profiles. Deployed a data-driven process for A/B testing content performance metrics across multi-channel formats, supporting an **18.6%** increase in year-over-year lead flow.
- **Brand Partnerships:** Managed co-marketing event campaigns with SONY Electronics, Subaru, Blizzard games, and more. Exceeded attendance targets by **30-35%** at multiple biannual events and generated over **15K** points of engagement on partnership with SONY.

Marketing Communications Specialist | Milestone Technologies Inc., Fremont, CA

December 2015 | December 2017

Implemented a go-to-market strategy with inaugural marketing team, positioning brand as a leading IT managed services provider. **Staff: 7**

- **Thought Leadership Impact:** Founded an enterprise-level blog targeting C-suite, B2B SaaS audiences in the IT and Managed Services sector, facilitating an **82%** increase in marketing qualified leads (MQLs) and contributing to a **94%** growth on LinkedIn + **43%** growth on Twitter.
- **Content Development:** Ideated, developed, and published comprehensive marketing portfolio, including annual print magazines, webpages emails, case studies, eBooks, newsletters, sales enablement kits, and training materials used by 1700+ employees in the field. Achieved an average conversion rate of **6.65%** for downloadable content and increased average time on page by **27 seconds**.

Education

Bachelor of Arts (BA) Degree – English and Political Science, Honors & Cum Laude | University of California, Los Angeles

Personal Enrichment: Art Direction; Advertising; Graphic Design | Academy of Art University

Digital Marketing Certification | University of California, Los Angeles – Extension

Artificial Intelligence (AI) for Marketers, HubSpot Academy

Using AI as Your SEO Assistant, LinkedIn (Expected 2024)

Publications

ONUS, a zine | Co-founder, Editor, and Designer | **Staff: 25+**

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