DENNIS SEBAYAN

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Content Strategy Expert | Data-Driven Marketer | Communications Leader | AI Innovator

SUMMARY

Tech-forward content marketing professional with 6+ years of experience creating and executing data-driven content strategies across channels. Expertise in crafting compelling narratives for C-suite, developers, and IT decision-makers in the software and nonprofit industries. Fluent in translating complex technical concepts for diverse audiences. Experience with open-source contributions and community engagement. Proven track record of leading cross-functional teams to deliver high-impact content and communication campaigns that drive engagement, conversions, and business growth. Proficient at leveraging cutting-edge marketing technology and AI to optimize content performance and ROI.

CORE COMPETENCIES

Strategic Leadership | Digital and Print Marketing | SEO | UX Design | Storytelling | AI Integration | Data Analytics and Reporting | Thought Leadership | Project Management | Agile Methodology | Cross-functional Collaboration | Developer Relations | Stakeholder Engagement | Business Development | Strategic Partnerships | Contract Negotiation | Process Improvement | Market Research | Cybersecurity Content Strategy | Human-Centered Design | Six Sigma White Belt | AP Style | Chicago Manual of Style

TECHNICAL SKILLS

Productivity (Microsoft 365, Google Workspace) | Collaboration (SharePoint, Confluence) | Project Management (Jira, Asana, Trello) | Marketing Automation (Account Engagement, HubSpot) | CMS (WordPress, Webflow, Squarespace) | Social Media (Hootsuite, Later) | AI (Claude, ChatGPT, Gemini) | SEO (Google Analytics, Search Console, Ahrefs) | Ads (Google, Facebook, Instagram, LinkedIn) | Email (Mailchimp, Constant Contact) | Design (Adobe InDesign, Premiere, Photoshop, Figma) | HTML

KEY ACCOMPLISHMENTS

- Championed technical content marketing using agile principles. Spearheaded all aspects of strategy, including market research, competitive analysis, content planning, content creation, user testing, and partner/vendor contract management.
- Converted consumer expectations into compelling messaging. Utilized deep market understanding to position unique solutions and gain a competitive edge.
- Led cross-functional collaboration with staff, management, and leadership to achieve business goals while delivering insightful recommendations to support organizational decision making.
- Leveraged project management technologies to steer multiple creative projects from concept to execution, completing complex, multi-faceted campaigns on time and aligned with requirements.
- Elevated brand awareness via engaging emails and social media posts, optimizing traffic & conversion rates.

EXPERIENCE

AGILE MARKETING LLC, Ridgewood, New Jersey
Owner, Integrated Marketing Consultant, 2022-Present

End-to-end content marketing for technology and biopharmaceutical clients (strategy, UX, copywriting, InDesign, distribution, analytics, reporting). Collaborates with C-suite, technical experts, and product managers, driving business growth.

- Develops and executes comprehensive content strategies across multiple channels, ensuring consistent and engaging presence.
- Fosters trust-based relationships with key partners and stakeholders, driving mutual benefits.
- Develops and implements marketing and communication plans aligned with short- and long-term enterprise goals.
- Streamlines contract negotiation processes to establish clear project scope, budget constraints, and success metrics.
- Leads and motivates direct reports, promoting culture of high performance.

STUDIO INSTITUTE, New York, New York
Marketing and Communication Manager, December 2024-Present

Spearheads multi-channel marketing strategy for national arts education nonprofit, overseeing content development, brand identity, UX design, and media production while managing cross-functional teams for programs across 9 U.S. cities. Led executive reporting transformation, website optimization, and technology implementation to advance organizational mission and stakeholder engagement.

- Executes consistent, unified messaging in a cohesive brand voice.
- Cultivates partnerships and stakeholder communications, including with Bloomberg Philanthropies and other foundations, to communicate organizational impact and grow community engagement in arts education.
- Builds strategic relationships across departments to secure organizational buy-in for structural changes, balancing institutional knowledge with fresh perspectives.
- Designs marketing collateral, including brochures, flyers, advertisements, and graphic assets using Adobe InDesign.
- Directs multimedia production, including shooting and editing photo and video, while supervising associates.
- Manages external public relations partnership as primary point of contact, ensuring on-time delivery of marketing assets and collateral, coordinating media attendance at events, and leading strategy sessions to maximize brand visibility, resulting in placements in key arts and diversity publications.
- Standardized organizational communications by creating template systems (press kit, Board presentations) and establishing consistent narrative processes based on stakeholder input and data.

NONPROFIT HR, Washington, D.C. (Remote)
Marketing and Communications Manager, Editorial and Content, 2023-2024

Spearheaded major website rebranding project and content strategy overhaul. Content strategy included white papers, blogs, case studies, landing pages, newsletters, emails, social media, and infographics, ensuring consistent and engaging presence.

- Leveraged project management software to drive stakeholder alignment and ensure timely project completion.
- Updated and maintained the firm's brand and editorial style guide, ensuring messaging consistency.
- Demonstrated professional development and innovative spirit by participating in first-ever AI Influencers group, experimenting with AI-driven content and workflow development and reducing content creation time by 50%.
- Implemented new content taxonomy, streamlined content hierarchy and user flows, and improved internal content discoverability by 60%.

REPLICATED, West Hollywood, California (Remote)
Technical Content Manager, 2021-2022

Created thought leadership content aligned with enterprise targets (enterprise developers, CTOs, and CPOs).

- Achieved record-breaking developer-focused blog traffic through technical use cases, data-driven content and SEO.
- Implemented analytics-driven content strategy, increasing content engagement rates by 40%.
- Developed demand generation glossary, harmonizing sales and marketing efforts and improving lead quality by 40%.

SONRAI SECURITY, New York, New York
Technical Content Marketing Manager, 2021-2021

Developed content marketing collateral focused on cloud security. Deployed demand generation campaigns (blog, website, email, social media, syndication, PR), increasing pipeline conversions.

- Partnered with C-suite, technologists, SMEs, and product managers to develop data-driven conversion content.
- Analyzed performance metrics, identifying content to maximize reach and impact.
- Optimized content lifecycle management using a project management tool, reducing production time by 35%.

THREATMODELER SOFTWARE, INC., Jersey City, New Jersey
Head of Marketing, 2019-2021

Directed technical content marketing for sophisticated B2B SaaS cybersecurity tool, overseeing annual $400K budget. Deployed marketing hacks leveraging blogs, social media, white papers, data sheets, eBooks, newsletters, emails, case

studies, podcasts, and influencer partnerships. Recognized as a peer-reviewed subject matter expert in threat modeling, attack surface analysis, security controls, and cybersecurity.

- Conducted in-depth audits using Google Analytics and Ahrefs, identifying key content optimization opportunities.
- Conceptualized and implemented content marketing strategies for product go-to-market (GTM) launches, conferences, speaking events, webinars, and company update communications, elevating pipeline conversion.
- Increased annual website traffic by 50%, email subscribers by 150%, and social media engagement by 267%.
- Organized and managed webinars targeting cybersecurity decision-makers, resulting in consistently high conversion rates. Webinars averaged 60% active engagement and 8% MQL to SQL conversion.
- Produced videos that drove a 41% MQL to SQL conversion rate after viewing.
- Designed marketing content and user guides for a GTM tool developed in partnership with Amazon Web Services, resulting in significant awareness and adoption among target technical customers.
- Developed and executed content and UX strategy for corporate website relaunch, resulting in 30% traffic increase.
- Managed public relations strategy, securing placement of CEO and company in 25+ publications, including CSO Online, Cybersecurity Ventures, Forbes, and Information Week.
- Supervised a team of graphic designers, marketing coordinators, web developers, and technical writers.
- Partnered with Salesforce and implemented Account Engagement, enhancing demand generation activities.
- Successfully launched first-ever Threat Modeling for Dummies book in partnership with Wiley, achieving a 40% click-through download rate and 8% MQL to SQL conversion rate in inaugural email campaign.

RUTGERS UNIVERSITY, New Brunswick, New Jersey
Technical Writer, 2018-2019

Partnered with board members to design and launch a first-class web presence promoting university-wide adoption of Box app. Developed a comprehensive UX structure and content strategy using HTML only, impacting 90K+ students, faculty, and staff. Analyzed Box app capabilities to inform strategic decisions. Steered end-to-end document change management process, ensuring seamless implementation and minimized disruption.

IT GOVERNANCE LTD., New York, New York
Marketing Copywriter, 2017-2018

In collaboration with product managers, authored technical marketing content for daily blogs, brochures, websites, green papers, and pocket guides. Boosted readership by 5% with strategically implementation of SEO.

NEW YORK CITY 311, New York, New York
Business Analyst, 2014-2016

Led strategic initiatives to enhance mobile app providing non-emergency government services. Leveraged data analytics and reporting to drive user satisfaction and service efficiency. Collaborated with business and IT stakeholders on complex citywide system integrations, advancing operational excellence. Analyzed business processes to optimize agency operations.

- Developed business requirements and vetted technical requirements for $25M CRM implementation.
- Reported mobile app customer feedback to senior stakeholders, identified key pain points, and implemented UX improvements that increased user satisfaction and service utilization.
- Designed and deployed minimal viable product prototype for app (content request form with feedback mechanism) via human-centered design workshop with senior stakeholders, resulting in enhanced UX and boosted user loyalty.
- Analyzed end-to-end business processes to optimize agency-wide operations.
- Launched and oversaw first-ever customer satisfaction survey for 311 mobile app for three consecutive years.
- Participated in tabletop drills to develop and refine emergency response plans, ensuring safety and well-being of staff.

EDUCATION & CERTIFICATIONS

BA, English, University at Buffalo (UB), New York

- **Adobe InDesign,** American Graphics Institute (2025)
- **Adobe Premiere,** American Graphics Institute (2025)
- **Six Sigma White Belt,** Council for Six Sigma, Educate 360 (2024)
- **API Product Manager,** API Academy Certification Program (2022)