Dennis Sebayan

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Content Strategy & Operations | B2B SaaS & Brand Narrative | Data-Driven Growth

SUMMARY

Marketing professional with 10+ years developing content strategies and integrated campaigns across B2B SaaS, cybersecurity, and mission-driven organizations. Expert at translating complex technical concepts into compelling narratives for diverse stakeholders—from developers and security professionals to C-suite executives. Proven track record driving measurable results through data-driven content optimization, achieving 50% traffic increases, 267% social engagement growth, and consistently strong conversion rates across multiple channels.

CORE COMPETENCIES

Strategic & Leadership: Integrated Marketing | Brand Messaging | Go-to-Market Strategy | Process Optimization & Workflow Design | Team Leadership & Mentorship | Cross-Functional Collaboration | Budget Management | Partnership Development | Public Relations | Market Research | **Content & Operations:** Brand Governance | Editorial Calendar Management | Technical Documentation | CMS & Website Administration | Video & Multimedia Production | Project Management | **Digital & Technical:** SEO & Organic Traffic Growth | Social Media Strategy | Email Marketing | Marketing Automation & Lead Nurturing | UX & Human-Centered Design | Data Analytics & Reporting

TECHNICAL SKILLS

CRM & Marketing Automation: HubSpot, Salesforce Account Engagement, Mailchimp | **Analytics & SEO:** Google Analytics, Google Search Console, Ahrefs, Semrush | **CMS Platforms:** WordPress, Webflow, Squarespace, HTML, CSS | **Design & Creative:** Adobe Creative Suite (InDesign, Premiere Pro, Photoshop), CapCut, Canva, Figma | **Social Media:** Hootsuite, Later | **Digital Advertising:** Google Ads, Meta Ads | **Project Management:** Jira, Asana, Monday.com, Trello | **Productivity:** Microsoft 365, Google Workspace, SharePoint, Confluence | **Generative AI:** Claude, ChatGPT, Gemini

EXPERIENCE

Agile Marketing LLC, Ridgewood, New Jersey
Principal, Integrated Marketing, 2022–Present

Deliver end-to-end marketing strategy and execution for B2B SaaS and arts clients. Partner with founders and executives to build scalable digital infrastructure from concept to launch.

- **Content Strategy**: Lead content marketing programs spanning website strategy, thought leadership, video production, case studies, social media, email campaigns, and performance analytics with actionable recommendations delivered through executive presentations.
- **AI & Process Innovation**: Implement AI-driven workflows, achieving production efficiency (+50% time gains) while maintaining on-brand quality standards.
- **Curriculum Development:** Developing email marketing courses for Coursera covering audience segmentation, campaign execution, and KPI tracking.
- **Digital Infrastructure & Brand Development:** Architect agency website using Webflow, including content strategy, information architecture, UX design, and analytics integration.

Studio Institute, New York, New York
Marketing and Communications Manager, December 2024–August 2025

Senior leader reporting to President/CEO, directed multi-channel marketing strategy for national arts education nonprofit, driving record internship recruitment and 50% website traffic growth. Cultivated institutional partnerships, including Bloomberg Philanthropies, to amplify internship reach.

- **Team Leadership & Infrastructure:** Supervised marketing staff through board presentations and partnership activations. Established communication policies, brand governance, and standardized templates.

- **Editorial Strategy:** Orchestrated calendar of blogs, social media, email, and program communications. Led UX workshops and launched targeted campaigns, refining performance through data-driven insights.
- **Creative Production & Public Relations:** Directed video production (Premiere Pro) and collateral design (InDesign). Secured media placements in key arts and diversity publications.

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

Directed content marketing operations for leading national HR professional services firm.

- **Digital Strategy:** Spearheaded website overhaul, achieving 30% traffic increase and 60% improvement in content discoverability through data-driven taxonomy and streamlined information architecture.
- **Brand Standards & Efficiency:** Pioneered AI-driven workflows, reducing high-quality content delivery time 50%. Updated firm's style guide, adding diversity, equity, and inclusion standards.

Replicated, West Hollywood, California (Remote)
Technical Content Manager, 2021–2022

Developed content strategy for a Kubernetes-based enterprise software distribution platform. Authored technical blog posts, case studies, and developer-focused content.

- **Developer Content Marketing:** Created the site's top-performing content after the homepage by collaborating with engineering teams to translate complex infrastructure concepts into accessible developer-focused use cases.
- **Content Ops:** Built content matrix mapping assets to awareness, consideration, and decision stages of the buyer journey, informing content pillars and campaign strategy.
- **Cross-Functional Alignment:** Established shared messaging frameworks between marketing and sales to standardize technical feature communication for enterprise prospects.

ThreatModeler Software, Jersey City, New Jersey
Head of Marketing, 2019–2021

Built marketing function for B2B SaaS cybersecurity company, managing $400K budget and leading cross-functional teams. Achieved 267% social engagement growth, 50% website traffic increase, and 150% surge in email subscribers.

- **Content Ops:** Built content calendar coordinating blogs, webinars, social media, and email campaigns.
- **Sales Enablement:** Created sales collateral library including user guides, data sheets, videos, and presentations. Partnered with product and sales on go-to-market launches, sustaining 8% MQL-to-SQL conversion rate.
- **Thought Leadership:** Cited by industry analysts and in published reports as a threat modeling expert on complex cybersecurity topics. Led strategic partnership with Wiley to produce industry-first *Threat Modeling for Dummies* book, achieving 40% download and 8% MQL-to-SQL conversion rates. Developed executive talking points for high-profile podcast and media appearances, positioning CEO as industry thought leader.
- **Strategic Partnerships & PR:** Collaborated with AWS on integrated go-to-market campaign, driving significant adoption. Secured CEO placement in 25+ tier-1 publications, including *Forbes* and *InformationWeek.*

ADDITIONAL EXPERIENCE

- **Sonrai Security |** Technical Content Marketing Manager (2021): Developed SEO content for demand generation.
- **Rutgers University |** Technical Writer (2018–2019): Delivered web presence for university-wide Box deployment, impacting 90K+ users. Directed UX design, content strategy, and change management documentation.
- **IT Governance |** Copywriter (2017–2018): Authored SEO marketing content, driving blog growth.
- **New York City 311 |** Business Analyst (2014–2016): Analyzed 400K+ user sessions annually to drive UX improvements for mobile app serving 8M+ residents. Translated stakeholder requirements into CRM specifications.
- **SmartAsset (FinTech) |** Blog Writer (2013–2014): Crafted SEO content, synthesizing investment strategies, tax planning, and portfolio management concepts into accessible guidance for individual investors.

EDUCATION & CERTIFICATIONS

BA, English, University at Buffalo (UB), New York
Certifications: Adobe InDesign (2025) | Adobe Premiere (2025) | Six Sigma White Belt (2024) | API Product Manager (2022)