

Dennis Sebayan

Ridgewood, NJ 07450 | (347) 789-4735 | sebayan.dennis@gmail.com | [LinkedIn.com/in/dennissebayan](https://www.linkedin.com/in/dennissebayan) | [AgileMarketing.llc](https://www.agilemarketing.llc)

Integrated Marketing | Content Strategy & Editorial Leadership | Data-Driven Performance

SUMMARY

Strategic marketing and communications leader with 7+ years building integrated campaigns, content frameworks, and brand narratives for technology, nonprofit, and mission-driven organizations. Expert at translating complex concepts into compelling stories for diverse stakeholders—from technical teams and program staff to C-suite executives and board members. Proven track record of data-driven results: 50% traffic increases, 267% social engagement gains, 150% email subscriber growth, and 8% MQL-to-SQL conversion across multiple channels.

CORE COMPETENCIES

Strategic & Leadership: Integrated Marketing | Brand Messaging & Narrative | External Communications | Thought Leadership | Executive Communications | Public & Media Relations | Go-to-Market Strategy | Account-Based Marketing (ABM) | Demand Generation | Partnership Development | Team Leadership | Cross-Functional Collaboration

Content & Communications: Marketing Collateral & Content Execution | Video & Multimedia Production | Editorial Calendar Management | Technical Documentation | Project Management | CMS & Website Administration | Budget Management | Market Research & Competitive Intelligence

Digital & Technical: SEO & Organic Traffic Growth | Social Media Strategy | Email Marketing | UX & Human-Centered Design | Data Analytics & Reporting | Marketing Automation

TECHNICAL SKILLS

CRM & Marketing Automation: HubSpot, Salesforce Account Engagement, Mailchimp | **Analytics & SEO:** Google Analytics, Google Search Console, Ahrefs | **CMS Platforms:** Decap (Headless CMS), WordPress, Drupal, Webflow, Squarespace, Substack, HTML, CSS | **Version Control & Deployment:** GitHub | **Design & Creative:** Adobe Creative Suite (InDesign, Premiere Pro, Photoshop), CapCut, Canva, Figma | **Social Media:** Hootsuite, Later, Sprout Social, Meltwater | **Digital Advertising:** Google Ads, Bing Ads, Meta Ads | **Project Management:** Jira, Asana, Trello | **Productivity:** Microsoft 365, Google Workspace, SharePoint, Confluence | **Generative AI:** Claude, Gemini, NotebookLM

EXPERIENCE

Agile Marketing LLC, Ridgewood, New Jersey

Principal, Integrated Marketing, 2022–Present

Build and scale marketing programs for B2B SaaS, technology, and nonprofit clients from the ground up—brand infrastructure, GTM strategy, and campaign execution—deploying AI-driven workflows that cut delivery time 50%.

- **Campaign Execution:** Lead integrated programs spanning website strategy, thought leadership, video, case studies, social media, email, and analytics. Continuously test formats, messaging, and distribution to refine strategy.
- **GTM Consulting:** Drove first client sale and 3 demo requests within two weeks of email campaign kickoff. Delivered full GTM build for regulated HCBS healthtech SaaS platform with no prior marketing infrastructure: brand identity, website, HubSpot CRM build, persona-targeted one-pagers, competitive battlecards, and production landing pages. Built ABM program against 250 segmented named accounts, converting outreach into platform's first qualified pipeline.

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.

- **Team Leadership & Infrastructure:** Supervised marketing staff through complex projects. Built organizational communication policies, brand governance, and standardized templates, including press kits, board presentations, one-pagers, email campaigns, and landing pages.

- **Editorial Strategy & Campaign Execution:** Orchestrated multi-channel calendar spanning blogs, landing pages, social media, and email, achieving 50% website traffic growth. Led Bloomberg Philanthropies partnership activation and targeted recruitment campaigns, driving a 40% growth in applications and 20% increase in BAI program enrollment across six cities.
- **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 marketing and communications strategy for a leading national HR professional services firm, managing editorial operations across a 500+ page content environment, aligned with practice area activity and firmwide thought leadership.

- **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-assisted workflows and editorial governance standards, cutting content delivery time 50% and reducing review cycles.

Replicated, West Hollywood, California (Remote)

Technical Content Manager, 2021–2022

Developed content strategy for a Kubernetes-based enterprise software distribution platform.

- **Developer Content & Messaging:** Created website's top-performing content (blogs, case studies) after the homepage by translating complex infrastructure concepts into accessible use cases. Built content matrix mapping collateral to awareness, consideration, and decision stages of the buyer journey to inform campaign strategy.
- **Cross-Functional Alignment:** Partnered with sales and engineering teams to standardize technical feature messaging for enterprise prospects, ensuring consistent communications across the buyer journey.

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% email subscriber lift.

- **Content Strategy & Campaign Execution:** Built and managed multi-channel content calendar coordinating blogs, webinars, social media, and email. Scaled webinar program to 150+ attendees with 60% active engagement rate.
- **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:** 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, co-marketed GTM campaign, driving 40% partner-qualified leads. Secured CEO placement in 25+ tier-1 publications, including *Forbes* and *InformationWeek*.

ADDITIONAL EXPERIENCE

- **Rutgers University | Technical Writer** (2018–2019): Delivered web presence (Drupal) for university-wide Box deployment, impacting 90K+ users. Directed UX design, content strategy, and change management documentation.
- **ITG | Copywriter** (2017–2018): Authored SEO content for cybersecurity company, driving blog readership growth.
- **New York City 311 | Business Analyst** (2014–2016): Analyzed 400K+ mobile app user sessions annually to drive UX improvements. Translated stakeholder interviews into requirements for \$25M CRM serving 8M+ residents.
- **SmartAsset (FinTech) | Financial Content 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: Google Analytics 4 (2026) | Adobe InDesign (2025) | Adobe Premiere (2025) | Six Sigma White Belt (2024)