

# MARCOS COLON

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## SUMMARY

Award-winning corporate communications and content marketing leader with 12+ years of experience in strategic narrative development, go-to-market strategy, and brand positioning within the cybersecurity and technology industries. Proven track record of driving brand awareness and growth across both B2B and B2C segments through integrated communications strategies.

- Develops master corporate narratives and messaging architectures that drive organizational positioning and influence cross-functional marketing and sales strategies.
- Spearheads innovative content and communications strategies that have driven pipeline value exceeding \$1.2B, positioning organizations for competitive success in evolving markets.
- Leads high-performing, cross-functional teams and agency partnerships to deliver impactful, data-driven communications that boost engagement and drive measurable business outcomes.
- Experienced in creating and executing thought leadership programs, media relations strategies, and integrated communications that elevate brand visibility and secure industry recognition.
- Excels in fast-paced, complex environments, successfully managing communications across multiple channels while building strategic narrative frameworks that align internal and external stakeholders.

## RECENT PROFESSIONAL EXPERIENCE

**Immuta**, Chicago, IL

**12/2024-Present**

*Director, Corporate Communications & Narratives*

- Develops and owns Immuta's master narrative and messaging architecture, providing strategic insight to internal and external stakeholders that directly influences marketing and sales positioning and approach.
- Establishes integrated communications strategy that aligns corporate narrative across social media efforts and media relations, driving cohesive brand messaging and increased market visibility.
- Leads communications strategy for major AI product initiative launch, positioning Immuta as an AI-forward company and driving strategic market repositioning in a new competitive landscape.
- Expands media relations reach through narrative-driven story development, securing targeted coverage that reinforces corporate messaging and enhances industry thought leadership.
- Increases social media following and brand visibility through exploration of new content formats and strategic audience engagement approaches aligned with corporate narrative.
- Manages and provides strategic oversight to agencies and third-party contractors across social media, public relations, and video production, ensuring alignment with corporate communications objectives and thought leadership initiatives.

**Bitdefender**, Chicago, IL

**07/2023-12/2024**

*Director, Content Marketing & Communications*

- Manages content strategy and execution for Bitdefender's Business Solutions Group (BSG), aligning initiatives with organizational goals and driving effective market positioning.
- Plays a key role in cross-GTM campaigns that enhance brand awareness for both the BSG and Consumer Solutions Group (CSG), expanding global market reach.
- Oversees a team of freelance writers, ensuring content creation is aligned with company messaging and marketing objectives.
- Leads thought leadership initiatives, working closely with key executives and subject matter experts to increase Bitdefender's prominence in critical industry conversations.
- Collaborates with cross-functional teams, including social media, product marketing, and product management, to create targeted awareness and consideration content for major campaigns.
- Produces and directs both long-form and short-form videos, including case studies, expert Q&A sessions, social media reels, and event trailers, driving increased corporate and business visibility.

**Menlo Security, Chicago, IL****03/2021-07/2023***Director, Content Marketing*

- Crafts innovative content marketing strategy that has skyrocketed engagement across blog, social media, and email channels, resulting in an increase of total content consumption.
- Pioneered video content integration, dramatically boosting Menlo Security's digital presence on web and social media platforms.
- Collaborates closely with Menlo Labs' threat intelligence gurus to refine and publish cutting-edge research articles, earning us major press coverage.
- Champions a data-driven mindset in content marketing, expertly managing a content production pipeline filled with compelling reports, blogs, videos, and product marketing materials.

**CyberRisk Alliance, Chicago, IL****01/2020-02/2021***Director, Digital Community and Content Development*

- Responsible for setting the vision and strategy that aligns with the company's product portfolio through digital events that aim to educate, nurture, and grow audience base while generating leads. *i.e. quickly pivoted during COVID and adapted our strategy to the environment that led to a successful year with an increase in revenue of 300%.*
- Reengineered the virtual event production process from a hybrid support model with assistance from vendors to a self-sufficient model saving the company over \$150k annually. *i.e. the shift allowed our company to have more control of the process while strengthening our relationships with sponsors and partners.*
- Leverages data and industry insights to create compelling content programs that drive participation and engagement resulting in attracting quality leads for our clients. *i.e. in the past 12-months we have seen an increase of 15% in participation and engagement for all our digital products including video.*
- Recruits and builds relationships with executive speakers and sought-after industry experts that help us gain real-time data and industry trends resulting in increased market share and presence.

**Trustwave, Chicago, IL****06/2019-01/2020***Content Marketing Manager*

- Developed global content strategy to increase market presence and create revenue pipeline for our products/services with an average deal size of \$300k. *i.e., for example, one major asset brought 4,000 leads in 12-months primarily from U.S., Australia, and UK markets.*
- Organized, designed, and transformed the content taxonomy architecture to align with content creation based on business objectives. *i.e. streamlined and built marketing assets to follow our prospects through the customer journey and enhanced our customer user experience by making our content easily accessible.*
- Produced all digital and traditional marketing campaigns and communication for all platforms including social media, email, search engine optimization and marketing materials.

**MISTI, New York, NY****05/2016-06/2019***SVP, Content Marketing (02/2018-05/2019) | Head of Digital Content Strategy (05/2016-02/2018)*

- Served on the executive leadership team as the principal lead for our go-to-market messaging and digital content strategy to modernize and bring visibility to the brand. *i.e. project involved working closely with marketing, sales, and operation leaders to execute the company's critical business plans to drive growth and increase revenue (successfully increased brand equity that led to an acquisition).*

**NewsCred, New York, NY****03/2015-03/2016***Senior Editor*

- Advised B2B companies on content marketing strategy and distribution with a publisher's mindset to establish credibility and increase trust, leading to an increase in sales and customer retention.
- Wrote and edited thought leadership content for B2B company clients including Dell, Discover, VISA, and Bloomberg.
- Collaborated closely with creative teams to produce captivating photography and illustrations for B2B clients.

**SC Magazine, New York, NY**

*Online Editor.*

**02/2012-03/2015**

- Spearheaded content strategy for SC Magazine, driving a 35% increase in monthly unique visitors and consistently exceeding key performance indicators (KPIs).
- Streamlined editorial workflow and content management system, optimizing team collaboration, and ensuring timely publication of high-quality cybersecurity articles.
- Engaged and grew the magazine's online audience through social media channels, e-newsletters, and SEO best practices, resulting in a 50% increase in subscriber base.
- Collaborated cross-functionally with sales and marketing teams to create impactful branded content, generating a 25% increase in advertising revenue for the publication.

## **EDUCATION**

**University of Miami, Bachelor of Science in Communication | Journalism and Creative Writing**

## **SKILLS & CERTIFICATIONS**

Digital Marketing Certified | Inbound & Outbound Content Marketing | Digital Content Strategy | Copywriting | Editorial | Publishing | Social Media Management | Project Management | Data Analytics | CRM: Marketo, Act-On, Omeda, Naviga | CMS: Wordpress & Joomla | Marketing Automation | Demand Generation | Reporting | Advertising | Operations | White Papers | Strategic Planning