

MARCOS COLON

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SUMMARY

- Award-winning digital content marketing leader with 12+ years of experience and a background in go-to-market strategy, business development and journalism within the technology Industry.
- My passion for building an audience has enabled me to thrive in fast-paced and complex industries that have driven robust pipeline for B2B with an estimated value of \$1.2B.
- Builds high-performing creative teams both in-house and freelancers that have successfully driven attendance and engagement resulting in the company gaining a competitive advantage.
- As a driven, innovative, and collaborative professional with interpersonal skills, I'm ready to leverage my experience to help organizations reach their goals.

RECENT PROFESSIONAL EXPERIENCE

Menlo Security, Chicago, IL

03/2021-Present

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

02/2012-03/2015

Online Editor.

- 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