

MARCOS COLON

407-230-1977 | Marcoscolon85@gmail.com | <https://www.linkedin.com/in/marcoscolon/>
www.meetmarcos.com

SUMMARY

Award-winning brand and content marketing leader with 15+ years of experience building narratives, shaping brand strategy, and driving go-to-market execution across cybersecurity and technology industries. Known for blending editorial instinct with strategic precision—crafting scalable content ecosystems and AI-assisted workflows that fuel storytelling, elevate brand expression, and accelerate growth.

- Leads the development of unified brand and narrative strategies that align marketing, product, and sales—translating complex innovation into clear, differentiated storytelling that influences markets.
- Led content and communications strategies across multiple organizations, supporting large-scale pipeline growth and GTM execution.
- Builds and mentors high-performing teams and agency partnerships that deliver measurable impact across awareness, engagement, and demand.
- Experienced in developing thought leadership, PR, and integrated content programs that amplify brand visibility and credibility.
- Champions the integration of AI-driven workflows to streamline storytelling, scale campaign execution, and reinforce creative excellence with operational precision.

RECENT PROFESSIONAL EXPERIENCE

Immuta, Chicago, IL

12/2024-Present

Director, Brand & Content

- Leads the development of Immuta's core brand and narrative strategy, influencing GTM execution, sales enablement, and executive communications across the organization.
- Owns content marketing, shaping storytelling frameworks that fuel awareness, engagement, and demand through integrated campaigns across digital, social, and media channels.
- Spearheads storytelling strategies that elevate Immuta's category leadership in data access and AI-driven data governance, building long-term brand equity and trust.
- Drives brand consistency across all touchpoints—ensuring voice, tone, and visual identity reinforce Immuta's positioning in the market.
- Partners cross-functionally with product, marketing, and leadership teams to align messaging for major product and AI-related launches.
- Oversees corporate communications and media relations, securing targeted coverage and amplifying executive thought leadership.
- Explores AI-assisted content workflows to scale storytelling, streamline campaign execution, and improve operational efficiency.
- Leads agencies and contractors across PR, social media, video, and creative to deliver integrated, high-impact brand communications.

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.
- Introduced AI-assisted editorial workflows to improve efficiency in content production, review cycles, and asset repurposing across formats.

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