

DENNIS SEBAYAN

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Technical Content Marketing Management Professional

Communications Management | Brand Messaging | Storytelling | Contract Negotiations | Business Development

Excels at Translating Innovative Concepts into Highly-Engaging Content in Alignment With Target Audiences

Detail-oriented, process-focused, and performance-driven Technical Content Marketing Professional with 20+ years of experience cultivating creative content to achieve strategic business goals while delivering best-in-class client services to drive customer acquisition and retention. Possesses a proven track record of success consistently exceeding expectations, enhancing brand awareness, streamlining business processes, and negotiating win-win deals with key stakeholders and clientele.

Immediate Value Offered

- **Showcases passion for developing** innovative, technical content strategy encompassing content inventories, competitive analyses, and user testing. Discovers, ideates, creates, executes, and governs usable, useful, and engaging content.
- **Utilizes a creative mindset** to convert consumer stories into compelling messaging. Leverages comprehensive marketing insights and knowledge to promote differentiated solutions and achieve competitive advantages.
- **Champions all aspects** of technical content marketing strategy, market research, and competitive analysis to manage content center of excellence operations while applying Agile methodologies.
- **Collaborates cross-functionally and interdepartmentally** with staff, management, and leadership to achieve business goals while delivering insightful recommendations to support organizational decision-making.
- **Leverages innovative technologies** to drive productivity and efficiency while managing multiple creative projects from concept to execution, utilizing prioritization, multitasking, and time management to complete complex deliverables on time and in alignment with requirements.
- **Successfully elevates brand awareness** via captivating, engaging emails and social media posts, optimizing public traffic and conversion rates.

Core Competencies

- Agile Methodologies
- Brand Development
- Content Strategy Development
- Content Marketing Management
- Content Workflow Design
- UX Design/ Wireframing
- SEO Strategy
- Business Development
- Continuous Process Improvements
- Corporate Messaging Management
- Client Relationship Management
- Strategic Planning and Analysis
- Market Research and Analysis
- Cybersecurity Management
- Performance Management
- Social Media Management
- Google Ads/ Analytics
- Demand Gen Email

PROFESSIONAL WORK EXPERIENCE

Owner/ Chief Executive Officer (CEO) | Agile Marketing LLC — Ridgewood, NJ

07/2022–Present

Operates within a multifaceted and all-encompassing Chief Executive Officer role, overseeing daily responsibilities, including delivering technical content marketing services to valued customers in the technology, finance, and government industries while drafting and distributing captivating content, including multichannel blogs, user guides, case studies, and infographics.

- **Strategically collaborates** with C-suite, technical subject matter experts, product managers, and marketing teams to achieve organizational goals.
- **Performs an integral role**, providing effective technical content strategy and UX design for clients in the technology, government, education, and publishing industries.
- **Provides best-in-class** technical content and marketing program management services, encompassing content creation, distribution, and analytics and metrics reporting.
- **Cultivates mutually beneficial relationships** with key partners and stakeholders.

- **Delivers robust content marketing services** to drive business growth and expansion on a yearly basis.
- **Devises high-quality business strategies** and plans while ensuring alignment with short- and long-term corporate goals.
- **Leads and motivates subordinates** to promote a culture of high performance.

Technical Content Manager | Replicated — Remote

09/2021–03/2022

- **Brainstormed new ideas with the Director of Content** regarding brand voice, audience engagement, and business vision.
- **Conceptualized organization-wide marketing glossary** – Used by SDRs to precisely understand marketing and demand generation terms.

- **Implemented thought leadership content** for brand blogs, case studies, infographics, and social media platforms.

- **Developed innovative content strategy aligned with short- and long-term marketing targets** while planning and developing site content, style, and layout.
- **Strategically coordinated with content writers and graphic designers** to ensure brand consistency across all content assets while utilizing content management systems to analyze website traffic and user engagement metrics.

- **Created intriguing and engaging** content for enterprise developers, architects, CTOs, and CPOs.
- **Contributed winning developer-focused blogs** while yielding record traffic achievements.

Technical Content Marketing Manager | Sonrai Security — New York, NY

02/2021–06/2021

- **Oversaw technical content marketing** program and project management initiatives while creating demand generation email campaigns for the sales pipeline from TOFU to BOFU.
- **Measured content performance metrics** through analytics with precision and accuracy while creating and managing content for social media platforms.
- **Supervised workflow design** for end-to-end content lifecycle processes, along with managing content inventories in an efficient and effective manner.
- **Coordinated with highly technical teams** on brand, SME thought leadership, and product management to consume data and translate it into useful content.
- **Provided editorial and creative** support to diverse team members.

- **Steered and directed** content distribution for online channels and social media platforms to increase web traffic.
- **Created and distributed** compelling B2B SaaS content on cloud security.
- **Collaborated** with technical stakeholders to develop multiple content pieces.
- **Managed blog, website, email, social media, syndication, and PR** initiatives.

Head of Marketing | ThreatModeler Software, Inc. — Jersey City, NJ

07/2019–02/2021

- **Served as the Marketing Lead for technical content initiatives**, including website, customer-facing, sales, public relations, events, and social media.
- **Optimized corporate website traffic by 50% on a yearly basis** while overseeing content development for blogs, white papers, website, eBooks, emails (150% new subscriber increase), datasheets, products, sales enablement, videos (41% MQL to SQL conversion rate after viewing product demo), infographics, and social media posts.
- **Recognized as a subject matter expert** regarding all facets of threat modeling, attack surface analysis, security controls, and cybersecurity.
- Managed the content strategy and UX for a corporate website rebranding.
- **Developed and administered end-to-end go-to-market (GTM) strategy with bespoke content** (including engagement playbooks and product training user guides) for an integration/ joint partnership with AWS.
- **Managed internal public relations initiative** while facilitating placement of CEO and company in 25+ publications, encompassing CSO Online, Cybersecurity Ventures, Forbes, Information Week, and Wikipedia.
- **Reported to CEO and Head of Operations**, supervising graphic designers, marketing coordinators, web developers, and freelance technical writers.
- **Leveraged Pardot marketing automation** for demand gen activities.
- **Utilized financial management** acumen to oversee and optimally manage an annual \$400K marketing budget.

- **Secured 330 registrants**; 200 attendees; and a 60% conversion rate for a webinar promoting the joint partnership with AWS.
- **Organized, orchestrated, and managed** a webinar yielding 150 webinar registrants and a 10% MQL to SQL conversion rate.
- **Proficiently identified content gaps** via execution of content audit, inventory, and library while aligning teams across the organization on content strategy.
- **Conceptualized and implemented** content marketing strategies regarding product launches, events/ conferences, webinars, and company updates.
- **Managed production and marketing strategy** for the first-ever Wiley-published **Threat Modeling for Dummies book** – Leading to a 40% click-through download rate in an inaugural email campaign.

Technical Writer | Rutgers University — New Brunswick, NJ

11/2018–04/2019

- **Researched and analyzed Box app capabilities** then collated committee requirements to formulate the site's content strategy – Impacting 90K+ students, faculty, staff, and guests university wide.
- **Steered end-to-end document change management** processes.

- **Crafted and executed a first-class web presence** in liaison with board members.

Marketing Copywriter | IT Governance Ltd. — New York, NY

09/2017–05/2018

- **Drafted technical marketing content** for daily blogs, brochures, websites, green papers, and pocket guides, along with implementing SEO best practices on blog and website content to successfully achieve a 5% growth in readership.

- **Strategically partnered with product managers** to fulfill ITG objectives and provided guidance on focused messaging.

Business Analyst | New York City 311 — New York, NY 02/2014–10/2016

- **Operated as a main contributor**, delivering insightful recommendations regarding the development of NYC 311's non-emergency services and emergency 911 escalation on the mobile app, including UX design and service expansion.
- **Reported to senior stakeholders on 311 mobile app customer feedback** to understand and prioritize top requests for service additions and UX changes, securing successful service expansion and UX enhancements.
- **Strategically collaborated with business and technology stakeholders** while supporting critical decision-making for citywide process improvements.
- **Successfully conceptualized and designed Minimal Viable Product prototype** for 311 Mobile App – “Content request form with feedback mechanism” – via a Human Centered Design workshop with senior stakeholders.

- **Administered business analysis and composed business requirements** for a \$25M CRM system implementation.
- **Analyzed end-to-end business processes** to optimize agency-wide operations.
- **Launched the first-ever customer satisfaction survey** for the 311 mobile app and managed it for three consecutive years.
- **Leveraged citywide data analytics** and advanced business intelligence tools to report findings to leadership.

Director, Web Content & Social Media | Who's Who Publishers — Uniondale, NY

06/2007–07/2012

- **Served as an Editor-in-Chief**, steering product development, content creation, and production of a 300+ page “Top 101 Industry Experts” book.
- **Executed content strategy** for online properties, including website.

- **Created anti-fraud affidavits**, winning tens of thousands of dollars in court trials.

Media Marketing | Ultra Music Festival — Brooklyn, NY

01/2004–04/2013

- **Launched global marketing campaigns to build consumer awareness** regarding leading music festival brand, along with directing programming for a global, syndicated radio show on Sirius XM Radio with 500K listeners per week.

- **Proficiently negotiated media partnerships and sponsorships** with leading US/ UK publications.

FREELANCE WORK EXPERIENCE

- **Community and LMS Manager | ThreatModeler — Jersey City, NJ** **05/2022-06/2022**
Launched and managed a new product training academy and first-ever threat modeling community using an Agile approach in collaboration with the Head of Operations regarding project vision and strategy.
- **Financial Writer | SmartAsset — New York, NY** **02/2013-02/2014**
Successfully promoted financial decision-making application by authoring SEO articles on financial topics, along with researching and analyzing diverse data from leading financial information resources with authority and precision.
- **Communications Specialist | Who's Who Publishers — Brooklyn, NY** **07/2012–02/2014**
Orchestrated convincing and engaging website, email marketing, newsletter, and press release content while enhancing customer service and boilerplate correspondences. Proofread client registry biographical profiles.
- **Writer and Editor | Print and Digital Publications — Brooklyn, NY** **01/2002–01/2010**
Showcased an excellent ability to author and edit national publication content, including URB, OUT, and NY Daily News.

EDUCATION QUALIFICATION AND CERTIFICATIONS

- **Bachelor of Arts in English | State University of New York at Buffalo — Buffalo, NY** **2002**
- **API Product Manager | API Academy Certification Program** **10/18/2022**
- **ISO27001 (Information Security Management System) | Certified ISMS Lead Implementer**

PROFESSIONAL AFFILIATION

ADVISORY BOARD MEMBER | SETON HALL UNIVERSITY, STILLMAN SCHOOL OF BUSINESS

2022-Present

Collaborate with Business Leaders to Provide Practical, Real Life, and Strategic Recommendations for Seton Hall University, Stillman School of Business Transformative Leadership in Disruptive Times Certification Program.

TECHNOLOGY SKILLS

Microsoft Office Suite | Microsoft Team | Search Engine Optimization (SEO) | HTML | API Product Management | Visual Studio Code | Google Workspace | Figma | Project Management (Jira, Asana, Trello) | Pardot | HubSpot | Confluence | Visio | inSided Customer Success Community Software SkyPrep LMS | WordPress | SharePoint | Google Ads | Google Analytics | Google Search Console | Adobe Spark | Canva HootSuite | MailChimp Adobe Acrobat | Human Centered Design