

# DENNIS SEBAYAN

Ridgewood, New Jersey 07450 | (347) 789-4735 | [sebayan.dennis@gmail.com](mailto:sebayan.dennis@gmail.com) | [www.linkedin.com/in/dennissebayan/](http://www.linkedin.com/in/dennissebayan/)

## SUMMARY

Driven and innovative content marketing professional with a long history of success overseeing communications and brand messaging. Adept at crafting engaging content strategies that drive customer acquisition and retention. Expert in brand awareness, streamlining processes and leading win-win negotiations. Goal-oriented professional focused on delivering best-in-class client service.

**Content Marketing | Communication Management | Business Development | Storytelling | Contract Negotiations**  
**Agile Methodology | Branding | Process Improvement | Relationship Management | Stakeholder Engagement | UX Design | SEO**  
**Strategy | Strategic Planning and Analysis | Market Research | Cybersecurity Content Management | Email Marketing**  
**Social Media Management | Content Workflow Design | Analytics | Demand Generation**

## KEY ACCOMPLISHMENTS

- Fueled content creation with a passion for innovation. Developed engaging content strategies encompassing content inventories, competitive analyses, and user testing. This process entailed discovering user needs, ideating creative solutions, crafting compelling content, and meticulously governing its effectiveness.
- Utilized creative mindset to convert consumer expectations into compelling messaging. Leveraged comprehensive marketing insights and knowledge to promote differentiated solutions and achieve competitive advantages.
- Championed technical content marketing with a strategic mindset. Spearheaded all aspects of the strategy, including content management, inventories, market research, competitive analysis, user testing, and client contract management while applying Agile methodologies.
- Collaborated cross-functionally with staff, management, and leadership to achieve business goals while delivering insightful recommendations to support organizational decision making.
- Leveraged innovative project management technologies to drive productivity and effectiveness while steering multiple creative projects from concept to execution, utilizing prioritization, multitasking, and time management to complete complex deliverables on time and aligned with requirements.
- Elevated brand awareness via captivating, engaging emails and social media posts, optimizing public traffic and conversion rates.

## EXPERIENCE

NONPROFIT HR, Washington, D.C. (Remote)

**Marketing and Communications Manager, Editorial and Content, 2023-2024**

Managed proofreading, content migration and QA for major website rebranding. Generated impactful, influential knowledge assets, including one white paper, blogs, case studies, landing pages, infographics, emails, and social posts. Utilized project management software to organize and track project progress efficiently, facilitating stakeholder alignment and ensuring timely completion of deliverables.

- Gained understanding of firm's workflow, language, and institutional knowledge for internal- and external-facing content.
- Exhibited professional development and innovative spirit by participating in the firm's first Nonprofit HR AI Influencers group, demonstrating experimentation and use case creation for AI-driven content and workflow development.
- Developed content strategy and inventoried all assets streamlining content hierarchy and user flows.
- Negotiated and implemented content workflows for key projects, including series of surveys targeting social sector leaders. Managed communications, content delivery, timelines, and collaboration between internal stakeholders.
- Maintained and safeguarded firm's brand and editorial style, harmonizing messaging and maintaining consistency.
- Demonstrated attention to detail and commitment to quality by proofreading corporate style and bias-free guides and webinar transcripts, adding significant value to existing materials.
- Developed and managed comprehensive social media content calendar, scheduling high-volume, high-quality posts months in advance to ensure consistent and engaging presence.

AGILE MARKETING LLC, Ridgewood, New Jersey

**Owner, Chief Executive Officer, 2022-Present**

Delivers technical content marketing services to valued customers throughout technology, finance, and biopharmaceutical industries. Drafts and distributes captivating content, including blogs, landing pages, user guides, case studies, and infographics across various channels.

- Delivers robust content marketing services to drive yearly business growth and expansion.
- Collaborates with C-suite, technical subject matter experts, product managers, and marketing teams to achieve organizational goals.
- Provides effective technical content strategy and UX design for clients in technology, education, and publishing industries.
- Delivers best-in-class technical content and integrated marketing campaign management (including go-to-market), encompassing strategy, content creation, distribution, analytics, and reporting.
- Cultivates mutually beneficial relationships with key partners and stakeholders.
- Crafts high-quality business strategies and plans while ensuring alignment with short- and long-term corporate goals.
- Develops and implements a streamlined contract negotiation process, ensuring clarity on project scope, budget and client satisfaction.
- Leads and motivates direct reports to promote culture of high performance.

REPLICATED, West Hollywood, California (Remote)

**Technical Content Manager, 2021-2022**

Created intriguing, engaging content aimed at enterprise developers, architects, CTOs, and CPOs. Coordinated with content writers and graphic designers to ensure brand consistency across all content assets while utilizing website analytics tools to gain insights on website traffic and user engagement metrics.

- Conceptualized organization-wide marketing glossary used by SDRs to understand marketing and demand generation initiatives.
- Developed innovative content strategy aligned with short- and long-term marketing targets while planning and developing site content, style, and layout.
- Implemented thought leadership content for brand blogs, case studies, infographics, and social media platforms.
- Architected winning developer-focused blogs while yielding record traffic achievements.

SONRAI SECURITY, New York, New York

**Technical Content Marketing Manager, 2021**

Oversaw technical content marketing program and project management initiatives while creating demand-gen email campaigns from TOFU to MOFU. Supervised workflow design for end-to-end content lifecycle processes. Provided editorial, creative, and technical support to diverse team members. Managed blog, website, email, social media, syndication, and PR content.

- Measured content performance metrics through analytics while creating and managing content for social media platforms.
- Managed content inventories efficiently and effectively.
- Collaborated with highly technical teams, brand, SME thought leadership, and product managers to analyze data and create actionable content.
- 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.

THREATMODELER SOFTWARE, INC., Jersey City, New Jersey

**Head of Marketing, 2019-2021**

Served as Marketing Lead for technical content initiatives, including website, customer-facing, sales, public relations, events, and social media. Managed \$400K yearly marketing budget. Provided editorial, creative, and technical support to stakeholders.

- Optimized corporate website traffic by 50% yearly 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 demo), infographics, and social media posts.
- Recognized as subject matter expert regarding all facets of threat modeling, attack surface analysis, security controls, and cybersecurity.
- Developed and administered end-to-end content and UX strategy for corporate website relaunch while creating technical user guides for partnership with AWS.
- Designed bespoke content for integrated media marketing campaign promoting joint partnership with Amazon Web Services.

- Managed internal public relations initiative while facilitating placement of CEO and company in 25+ publications, including CSO Online, Cybersecurity Ventures, Forbes, and Information Week.
- Reported to CEO and Head of Operations, supervising graphic designers, marketing coordinators, web developers, and freelance technical writers.
- Led implementation of Pardot marketing automation as primary point of contact with the vendor, enabling demand generation activities.
- Secured 330 webinar registrants and 200 active attendees, resulting in 60% conversion rate.
- Utilized financial management acumen to oversee annual marketing budget.
- Orchestrated, organized, and managed another webinar with 350 webcast registrants and eight SQLs at time of event.
- Identified content gaps via audit, inventory, and library while aligning teams (developers, security architects, product managers, researchers) on content strategy.
- Conceptualized and implemented content marketing strategies for product launches, events and conferences, webinars, and company updates.
- Managed production and marketing strategy for first-ever Threat Modeling for Dummies book in partnership with Wiley, leading to 40% click-through rate to download in inaugural email campaign and 8% MQL to SQL conversion rate.

RUTGERS UNIVERSITY, New Brunswick, New Jersey

**Technical Writer, 2018-2019**

Researched and analyzed Box app capabilities. Collated committee requirements to formulate site's UX structure and content strategy impacting 90K+ students, faculty, staff, and guests across university.

- Crafted and executed first-class web presence in liaison with board members.
- Steered end-to-end document change management process.

IT GOVERNANCE LTD., New York, New York

**Marketing Copywriter, 2017-2018**

Penned technical marketing content for daily blogs, brochures, websites, green papers, and pocket guides.

- Implemented SEO best practices on blog and website content to successfully achieve 5% growth in readership.
- Partnered with product managers to fulfill ITG product marketing objectives and provided guidance on focused messaging.

NEW YORK CITY 311, New York, New York

**Business Analyst, 2014-2016**

Operated as main contributor delivering insightful recommendations regarding development of NYC 311's non-emergency services and emergency 911 escalation on mobile app, including UX design and service expansion. Collaborated with business and technology stakeholders while supporting critical decision making for citywide process improvements.

- Reported 311 mobile app customer feedback findings to senior stakeholders to understand and prioritize top requests for service additions and UX changes, resulting in successful service expansion and UX enhancements.
- Conceptualized and designed minimal viable product prototype for 311 Mobile App, content request form with feedback mechanism, via human-centered design workshop in partnership with senior stakeholders.
- Administered business analysis for \$25M CRM system execution.
- Analyzed end-to-end business processes to optimize agencywide operations.
- Launched first-ever customer satisfaction survey for 311 mobile app and managed it for three consecutive years.
- Leveraged citywide data analytics and advanced business intelligence tools and reported findings to leadership.

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**ADDITIONAL EXPERIENCE**

WHO'S WHO PUBLISHERS, Uniondale, New York, **Director, Web Content and Social Media**, 2007-2012. Served as editor-in-chief, steering product development, content creation, and production of 300+ page Top 101 Industry Experts paperback book. Executed UX and content strategy for online properties, including a corporate website update. Created anti-fraud affidavits, winning tens of thousands of dollars in court trials.

URB MAGAZINE, Los Angeles, California, **Freelance Writer**, 14 years. Wrote for national music and entertainment print and digital publications. Served as column editor for three years reviewing music singles.

SMART ASSET, New York, New York, **Freelance Writer**, 1 year. Leveraged strong financial literacy and writing skills to create engaging content for a personal finance decision-making app.

ONBEAT.COM, Miami, Florida, **Managing Editor**, 2 years. Directed content strategy for urban music and lifestyle website. Managed five freelance writers and provided supplemental editorial content.

CLUB SYSTEMS INTERNATIONAL, Port Washington, New York, **Managing Editor**, 1 year. Directed production of monthly B2B magazine covering nightclub industry. Authored, proofread, and copy-edited articles in lighting, sound, and architecture categories. Partnered with art and advertising departments to optimize content and pagination layout.

ULTRA MUSIC FESTIVAL, Miami, Florida, **Media Marketing**, 10 years. Determined marketing strategies to build leading music festival brand. Forged media partnerships with key publications and secured sponsorships from leading companies. Managed relationships with key, influential media executives to ensure press coverage. Led negotiations between clients and festival organizers. Drafted and negotiated high-value marketing agreements (hundreds of thousands of dollars) with media partners, securing favorable terms and deliverables such as print and digital ad placements, content creation, and sponsorships. Provided hospitality services to marketing partners and their clients during festivals. Directed programming for global, syndicated radio show airing on Sirius XM Radio's Electric AREA station with 500K weekly listeners. Wrote copy for marketing and sponsorship decks.

SATELLITE RECORDS, New York, New York, **Receivables Manager**, 4 years. Managed data entry of invoices for all incoming shipments for vinyl retail import company. Supervised activities of four data entry employees. Copywrote new release music descriptions for B2C website.

## EDUCATION

STATE UNIVERSITY OF NEW YORK, Buffalo, New York  
**BA, English**

## CERTIFICATIONS

API Product Manager, API Academy Certification Program, 2022  
ISO 27001 (Information Security Management System) Certified ISMS Lead Implementer

## TECHNICAL SKILLS

Microsoft Office Suite | SEO | HTML | API Product Management | Google Workspace | Figma | Project Management (Jira, Asana, Trello) | Pardot | HubSpot | Confluence | Visio | SkyPrep LMS | WordPress | Webflow | SharePoint | Google Ads | Google Analytics  
Google Search Console | Adobe Spark | Canva | Hootsuite | Mailchimp | Adobe Acrobat | Human-Centered Design

## AFFILIATIONS

Seton Hall University Stillman School of Business Transformative Leadership in Disruptive Times Certificate Program, **Advisory Board Member**, 2 years