

# LENA PRICKETT

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## Content Marketing, Product Marketing, Inbound, Editorial Strategy

Energetic marketing leader with a creative streak and strong project management skills. Proven track record of high-output content creation management, leading cross-functional teams to execute projects and meet tight deadlines. Focused on delivering and measuring marketing that doesn't suck.

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### PROFESSIONAL EXPERIENCE

**Senior Content Marketing Manager**, *SnapApp*, Boston, MA December 2015 – present

- Content production: Manage internal and external content resources to deliver assets for demand generation, sales enablement, customer success, and product marketing
- Managing Editor of the SnapApp blog: Source contributors, direct editorial strategy, and set and measure goals & KPIs. Grew subscriber base by 40% since January 2016.
- Web content management: Project-manage internal and external developers to update and improve SnapApp.com; use Optimizely to A/B test CTAs, driving 1,400% improvement in CTR to demo request; define and manage SEO strategy, contributing to 13% growth in organic traffic in 2015
- Sales enablement: Gather customer testimonials and case studies to support storytelling in the sales process; build ROI calculators and assessment tools; manage presentation decks
- Product Marketing: Develop and project-manage marketing around releases, including creating and updating data sheets, managing customer communication, and organizing press outreach.

**Content Marketing Specialist**, *SnapApp*, Boston, MA (promoted) October 2014 – December 2015

- Owned content production for demand generation, sales enablement, customer success enablement, and product marketing from strategy & ideation through execution
- Created 15-25 unique content assets per quarter, including blogs, white papers, ROI calculators, assessments, infographics, worksheets, templates, webinars, and videos

**Marketing Manager**, *Criteria for Success*, New York, NY (remote) September 2013 – October 2014

- Defined and executed against a first-ever company marketing strategy, including an investment in content and inbound marketing. Revived the dormant e-newsletter, developed lead nurturing campaigns, blogs, social media, and lead capture offers & landing pages. Grew inbound traffic 300%
- Contributed to lead identification and nurturing efforts which, along with a service delivery streamlining initiative I spearheaded, resulted in a 20% annual revenue increase

**Assistant Comm. Officer**, *Center for People and Forests*, Bangkok, Thailand August 2011 – July 2012

- Edited and promoted monthly "People and Forests" e-newsletter, distributed to over 5,000 members and considered a key industry resource on community forestry
- Managed website, social media and blog; 2x increase in social media audience in less than 9 months

**Program Associate**, *The Asia Foundation*, San Francisco, CA January 2010 – July 2011

- Coordinated Annual Strategic Planning initiative, working with 18 field offices to develop documented plans and country outlooks for development programs and funding opportunities for the coming year
- Contributed research and analysis into government aid program funding opportunities, and coordinated reporting on existing grants

**Marketing Coordinator**, *The Asia Foundation*, San Francisco, CA

August 2008 – January 2010

- Supported fundraising efforts from corporations and foundations, including running reports and managing records in the Raiser's Edge database; writing donor reports; and developing collateral
- Devised and project managed the creation of a dedicated website on the Foundation's corporate and foundation donors to provide visibility and recognition to those important constituencies.

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### **AWARDS AND TECHNICAL SKILLS**

- Developed written and video submissions for Marketo's 2015 "Partner of the Year" Award, for which SnapApp was one of three finalists. Crafted winning submission to the Kapost 50 "Best B2B Content Marketing Companies" 2016.
- Gathered customer stories and supporting materials for winning nominations to Marketo's Revvie Awards; Oracle's Markie Awards; and Content2Conversion's Killer Content Awards.
- **Advanced skills in:** Adobe Photoshop and InDesign; Microsoft Word, Excel, and PowerPoint; Google Analytics; HubSpot (inbound certified); Wordpress; Drupal CMS; MailChimp; Hootsuite; SproutSocial; iMovie; Camtasia; Uberflip; Optimizely
- **Proficient in:** Marketo, Salesforce.com, Vertical Response, HTML & CSS

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### **INDUSTRY PARTICIPATION**

- Committee member, Boston Content community group
- Guest lecturer, content and email marketing, Startup Institute Boston
- Frequent contributor and ghost writer for industry publications, including Kapost, Content Marketing Institute, Uberflip, MarketingProfs, Content4Demand, Marketo, Pardot, and Oracle Marketing Cloud.

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### **EDUCATION**

**Brown University**, Providence, RI (2008)

B.A. in International Relations, magna cum laude, Phi Beta Kappa. GPA: 3.85/4.0

**Collegium Heironymi Pragensis**, Prague, Czech Republic (2007)

- Study abroad semester; courses in Czech oral history, language, and comparative religion
- Independent study in double bass at Prague Conservatory of Music