

Jessica Marabella

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DIRECTOR OF CONTENT AND COMMUNICATIONS

Content Marketing Leader | Brand and Corporate Communications | Executive and Customer Storytelling

Content and communications leader with 15+ years of experience building data-informed, human-centered content engines for B2B, B2G, and health tech brands. I've led international teams and agencies to ship 50+ integrated campaigns monthly, architected SEO and content strategies that increased organic visibility by 5–6x, and partnered with executives to craft narratives that resonate with customers, investors, and employees.

I specialize in turning clinical evidence, customer stories, and product news into revenue-driving assets, aligning content with demand generation, sales, and product marketing to grow pipeline and brand authority.

CORE STRENGTHS

- Content and communications strategy (B2B, B2G, health tech, SaaS)
- Team leadership, agency management, and cross-functional collaboration
- SEO and web content strategy; funnel-gap analysis; conversion optimization
- Executive communications, thought leadership, and corporate storytelling
- Brand and product launch messaging; campaign planning and orchestration
- Sales enablement content (battlecards, pitch decks, one-pagers)
- PR, media relations, podcast bookings, and event/speaker placements
- Email marketing, lifecycle content, and audience segmentation
- Analytics, KPI dashboards, and content performance optimization

PROFESSIONAL EXPERIENCE

Virtual Field – Health Tech (VR-based visual field testing)

Content Marketing Manager – Remote – February 2025–Present

- Led SEO and content strategy that increased organic search impressions by >5.5x and organic traffic by nearly 3x from Jan–Oct 2025
- Increased branded search CTR from 12.9% → 56.3% in one year, signaling stronger intent and growing brand trust.
- Grew total website traffic by ~75% and nearly doubled the overall site conversion rate from ~1.3% to ~2.7%, driving more efficient traffic-to-lead performance.
- Helped lift overall site conversion rate to 3.99% (highest of the year, mid-December pacing) while maintaining strong lead volume.

- Increased monthly marketing form fills by >3.5x (104 → 362 at peak), expanding a more qualified pipeline of demo, trial, and sales inquiries for a growing eye-care customer base.
- Supported a cross-functional growth marketing motion that generated 3,394 MQLs and \$2.29M pipeline in 2025 through content, conversion optimization, and campaign enablement.
- Led an integrated webinar campaign (live product demo + expert education), producing sales + marketing follow-up sequences and a bundled resource kit (blog, guide, fact sheet, case study) to drive post-event conversion.
- Own a content mission to transform clinical evidence, customer stories, and product news into high-impact assets that create and accelerate qualified sales opportunities, supporting a goal to double marketing-sourced pipeline.
- Maintain a Funnel-Gap Content Map, prioritize the content queue, and lead briefs, timelines, and QA for case studies, clinical briefs, webinars, blog and social content, and gated assets—managing design and copy freelancers.
- Deliver sales enablement (battlecards, pitch decks, objection-handling one-pagers) and track adoption to ensure ≥80% of active opportunities are supported by at least one tracked asset.
- Partner with the VP and growth team on launch checklists (email, social, retargeting, SDR enablement), and present insights from Looker dashboards in bi-weekly funnel syncs to continuously refine content strategy.
- Own customer proof production, delivering 5 video case studies (customer sourcing + story development + production coordination) to strengthen bottom-funnel conversion.

Jessica Marabella Writing and Communications Services

Principal | Content and Communications Consultant – Remote – 2014–Present

Advise startups, nonprofits, and mission-driven brands on content strategy, thought leadership, PR, and campaign execution.

Selected recent engagements:

Suivera (The Heart Leader Podcast) – PR Officer and Communications Partner

- Secured high-visibility podcast guests, including David Meltzer, Hal Elrod, and Dr. Thomas J. Rundel, elevating the brand’s authority in emotional wellness and conscious leadership.
- Drove earned media placements to expand mission awareness and strengthen brand credibility during a year of significant growth, including placements in Voyage Phoenix, Bold Journey Magazine, and America’s Women Magazine.
- Partnered on visibility initiatives during an awards year that included 2 Webby nominations and a Bronze Anthem Award recognition.

Author and Book Publicity – Amber Mikesell, *Silence Your Inner Critic*

- Supported PR and launch communications for *Silence Your Inner Critic*, including early chart performance (publisher #1, brief Amazon bestseller) and sustained momentum through awards recognition.
- Contributed to publicity and distribution awareness tied to international expansion, including foreign distribution +

translation contracts and Hudson News airport placement.

- Developed and executed a multi-city author events strategy, booking signings and talks at five bookstores across key markets (Philadelphia; Clintonville Books in Columbus; Capital Books in Sacramento; Barnes and Noble Lincoln Park in Dallas; Katy Budget Books in Houston).

Peak Performance Love and Fearvana – Melissa and Akshay Nanavati (Coaches and Authors)

- Secured podcast placements for Melissa, including the Kelfire podcast, and booked her as a workshop speaker at the She Is Me Conference 2025, a global virtual event focused on women's leadership and personal development.
- Partnered with Melissa and Akshay on messaging, talk abstracts, and media pitches that connect neuroscience-backed coaching with emotionally resonant storytelling.

Fine Art and Hybrid Manuscript Publicity – Bradley Widman, Artist and Writer

- Serve as publicist and representative for three hybrid art-poetry-prose manuscripts, leading positioning, publisher research, and submission strategy; have secured publication for *The Solitary Seed* and *The Monastic Overture* with a small-press publisher, and am currently managing an active query campaign for *Peter's Dream*.

Freeway PHX – Communications Lead and Email Marketing Manager

- Lead communications strategy for a Phoenix-based tech-talent and startup ecosystem builder, managing Beehiiv newsletter content, segmentation, and campaign calendar for job-seekers, founders, and community partners.
- Create event and partnership messaging that aligns with city partners, investors, and workforce organizations, helping grow engagement around the Tech Talent Summit and related initiatives.

smartShift – Freelance Copywriter (Tech/Enterprise)

- Write and refine B2B technical product sell sheets that explain complex technical value propositions in accessible, customer-centric language—aligned with enterprise sales motions.

Additional long-term clients include health care, education, nonprofit, and SaaS brands, with work spanning blog content, press releases, case studies, landing pages, and executive ghostwriting.

CivicPlus – GovTech SaaS

Director of Content and Communications – Remote – Jan 2021–Sep 2024

Media and Communications Manager – Remote – Jan 2019–Jan 2021

Technical Writer – Remote – Aug 2016–Jan 2019

- Led an international team of writers, designers, specialists, and agency partners to execute ~50 integrated marketing campaigns per month in partnership with demand generation and product marketing.
- Created and presented organizational narratives and communication plans that aligned messaging frameworks and channel strategies across employees, customers, investors, partners, and analysts.
- Owned the development and performance of multi-format content: blog posts, press releases, case studies, sales enablement, webinars, emails, white papers, landing pages, organic social, fact sheets, and SEO-focused web copy.

- Designed and executed earned media strategies anchored in SME insights and strategic content calendars, supported by relationships with journalists and industry partners.
- Produced customer-centric content (case studies, webinars, videos, editorials, testimonials) that showcased CivicPlus' impact on local governments.
- Created agendas and sourced speakers for virtual and in-person user conferences, aligning programming with top industry trends, business objectives, and customer needs.
- Set KPIs, monitored performance of owned and earned content, and reported on ROI to guide strategy and resourcing.
- Led the company's Diversity, Equity, Inclusion, and Belonging Committee and established a mentorship program.

UnitedHealthcare Group (formerly POMCO Group) – Health and Benefits

Manager of Business Development – Syracuse, NY – Jan 2016–Aug 2016

Marketing and Communications Specialist – Syracuse, NY – Dec 2013–Jan 2016

Account Manager – Syracuse, NY – May 2010–Nov 2013

- Managed a team producing complex RFP responses and sales proposals, supporting client growth and retention across large employer accounts.
- Wrote and managed performance of marketing content across channels; partnered with designers on layout, QA, and brand consistency.
- Oversaw benefits plans for thousands of members and >\$2M in premium equivalents for clients, including Syracuse University, 7-Eleven, MDRC, and others.

AGENCY ACCOUNT LEADERSHIP – INTEGRATED MARKETING AND ADVERTISING

Mower Agency – Senior Account Executive – Syracuse, NY – May 2008–May 2010

- Advised integrated B2B and B2C accounts (Motorola EMB, Transitions Optical, Community Bank, N.A.), crafting and presenting annual advertising strategies and quarterly progress reviews.

Mark Russell and Associates – Account Executive – Syracuse, NY – Aug 2005–May 2008

- Managed strategy, budgets, and execution for clients across consumer, healthcare, and nonprofit sectors, including FedEx Kinko's and The Food Bank of CNY.

EDUCATION

Syracuse University – Syracuse, NY
M.A., Advertising – 2004–2005

University of Rochester – Rochester, NY
B.A., English – 2001–2004

CERTIFICATIONS

Cornell University (Online) – Corporate Communications Certificate – Oct 2023–Jan 2024

SELECTED TOOLS AND PLATFORMS

- **Marketing Analytics and Reporting:** GA4, Google Search Console, Looker dashboards, marketing analytics tools for funnel analysis, content performance, and conversion optimization
- **Content Management Systems (CMS):** HubSpot CMS, WordPress
- **SEO and Web Performance:** Ahrefs, SEMrush, Screaming Frog, Hotjar, on-page SEO optimization, technical SEO collaboration, keyword research, and content gap analysis
- **Paid Advertising Platforms:** Google Ads (search/display support and landing page optimization collaboration)
- **Social Media Management Tools:** Hootsuite, Metricool, HubSpot social tools;
- **Email and Marketing Automation:** HubSpot, Mailchimp, Beehiiv, Mad Mimi, Constant Contact; nurture flows, segmentation, and campaign reporting
- **AI and Generative Technologies:** AI content creation tools and generative AI technologies (e.g., drafting, repurposing, and optimizing content workflows)
- **Collaboration and Productivity:** Slack, Microsoft Teams, Google Workspace, Microsoft 365
- **Design and Creative Collaboration:** Canva, Figma; close partnership with design teams and agencies on campaign and brand assets