**Melissa Morse**

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**Content & Product Marketing Leader | Editorial Strategy, Technical Storytelling, & GTM**

Content and product marketing leader with 10+ years of experience in B2B SaaS and digital publishing. I specialize in driving measurable growth through SEO, product positioning, and cross-channel campaigns. Skilled at translating complex products into compelling narratives, scaling editorial operations, and equipping sales teams with enablement tools. Recognized for taking ownership and driving results through creativity, data-driven insights, and cross-functional collaboration; launching bold campaigns, improving visibility, and strengthening pipeline impact.

**WORK EXPERIENCE**

**TPGi/Vispero (Remote) | Content Marketing Manager** **June 2024 – September 2025**

Owned end-to-end content strategy for B2B and B2C global accessibility SaaS provider, aligning campaigns with business priorities in brand awareness, product marketing, and demand generation.

* Led SEO strategy and execution of high-impact assets, boosting site visibility by +17% and engagement by +70% YoY.
* Drove 10+ full-funnel campaigns from concept through launch, balancing competing deadlines while aligning product, sales, and demand gen teams; delivered 640+ gated submissions and $37K+ in attributed deal value in Q2 & Q3 of 2025.
* Pioneered AI-driven content operations by designing and training 15 GPT agents, accelerating production and enabling 10+ concurrent campaigns.
* Built persona-based HubSpot nurture programs (targeting 4K–13K contacts), achieving 41%+ average open rates and advancing ABM pipeline opportunities.

**HRlogics (Remote) | Director of Content Marketing** **September 2023 – February 2024**

B2B SaaS start-up with <200 employees serving mid-market and enterprise HR and finance professionals. Reported to CMO and advised executive leadership on positioning, messaging, and campaign priorities.

* Directed brand unification across 5 SaaS products, creating a single cohesive voice and aligning sales + marketing messaging for demand gen, enablement, and digital channels.
* Owned editorial roadmap and content operations, balancing awareness, thought leadership, and pipeline goals in a 4-person marketing team.
* Delivered measurable growth by embedding SEO into campaigns, increasing organic traffic +600%, session duration +121%, and rankings +19% in two months.
* Pushed creative boundaries by repurposing thought-leadership assets into sales collateral and social content, ensuring a consistent voice while driving a 10% lift in new users in six months.

**ERE Media (Remote) | Marketing Manager** **June 2022 – July 2023**B2B media publisher serving talent acquisition professionals through eNewsletters, live events, webinars, and online training. Sole marketing hire in a lean <10-person org, responsible for content, campaigns, and sponsor marketing.

* Built segmented HubSpot campaigns, boosting email open rates by +13% and subscriber growth by +7% in one year.
* Partnered with sales on sponsor collateral and promos, increasing renewals +8% and strengthening advertiser relationships.
* Managed newsletters and social campaigns for hybrid events and training programs, achieving +3% conversion growth YoY.

**Simplify Compliance (Hybrid - CT) | Product Marketing Manager** **October 2020 – June 2022**BLR rebranded to Simplify Compliance in 2018. Promoted through multiple roles, culminating in product marketing leadership and reporting to the VP of Business Development.

* Took ownership of GTM execution for 36 new SaaS-based events, orchestrating sales, events, and marketing teams with tight timelines; surpassed launch targets by 178% and drove $1.5M in first-year revenue.
* Led GTM strategy across sales, events, and marketing, generating $1.5M in first-year revenue and surpassing launch targets by 178%.
* Applied voice-of-customer insights to refine messaging, boosting attendee satisfaction scores +37% in six months.

**BLR (Hybrid - CT) | Associate Content Manager** **May 2014 – October 2020**

B2B SaaS and media publisher serving HR, safety, and compliance professionals. Advanced from content editor to manager within two years, overseeing 3 writers (1 FTE, 2 freelancers) and managing editorial operations for multiple blogs and newsletters.

* Scaled output from 5 to 15+ articles per week across 3 blogs + 2 daily newsletters, maintaining quality and consistency.
* Created multi-format content (articles, eBooks, infographics, video, social), driving +7% engagement lift in one year.

**EDUCATION & CERTIFICATIONS**

**Eastern Connecticut State University** 2014

Master of Education (M.Ed.) - Educational Technology

**Eastern Connecticut State University** 2008

Bachelor of Science (B.S.) - Communication & Digital Art, Design

**Google Analytics Certification** (Skillshop) 2023

**Google Digital Marketing & E-Commerce** (Coursera) 2022

**Google Data Analytics** (Coursera) 2022

**Google Project Management: Professional Certificate** (Coursera) 2022

**TECHNICAL & MARKETING TOOLS**

* **Content & SEO Platforms:** HubSpot, SEMrush, Ahrefs, MOZ, SEOptimer, Google Search Console, Google Ads Keyword Planner, Google Analytics, Google Tag Manager, Google Looker Studio
* **Design & CMS:** WordPress, Canva, Adobe Suite (Photoshop, Illustrator, InDesign, Acrobat), Figma, Dreamweaver, Duda
* **Collaboration & Project Management:** Asana, Notion, Microsoft 365 (Excel, PowerPoint, Word, Outlook), Google Workspace, Sendible, Hootsuite, HotJar
* **AI & Automation:** ChatGPT, Jasper AI, HubSpot Automation, Google Gemini, Adobe Firefly, Sora

**CORE MARKETING SKILLS**

* **Leadership & Collaboration:** Cross-Functional Alignment, Strong Stakeholder Communication, Deadline Management, Creative Problem-Solving, Change Leadership, Project Ownership
* **Content & Demand Gen:** Storytelling & Thought Leadership, Pillar-Based Content Marketing, Sales Enablement Content, Direct Response Marketing, Social Media Marketing (LinkedIn & Facebook), Change Management Communication
* **SEO & AI:** SEO Strategy & Implementation, AI-Driven Content Strategy, Custom LLM/Gen AI Development, Emerging Tech & Search Trends
* **Analytics & Optimization:** Email Marketing & Automation, Data Analysis & Reporting (Pivot Tables, UTM Tracking, KPIs), A/B & Multivariate Testing, Continuous Process Improvement