

KIRA BARRETT
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EXPERIENCE

Publicis Sapient – Technology Consulting Firm

Content Marketing Manager

Jun 2024 – Present

- Interviewed client partners to re-define buyer journey and ideal sales leads for marketing team
- Crafted issue narrative and messaging for cloud and AI marketing campaigns
- Co-managed website taxonomy re-design in collaboration with external SEO agency

Senior Content Strategist – Generative AI Content Lead

Jan 2024 – Jun 2024

- Delivered omnichannel AI content strategy for Consumer Electronics Show (video safaris, white papers, email, social) generating 3 SQLs and 17.9% email open rate (exceeding 9% benchmark)

Senior Content Strategist – Travel & Hospitality, Retail and Consumer Products

Mar 2022 – Jan 2024

- Drove 100k+ Google impressions, 20k+ unique visitors, and hundred-million-dollar sales from 60+ B2B content deliverables (articles, landing pages, etc.) in collaboration with subject matter experts
- Led annual *Guide to Next 2024* cross-functional research report and microsite (21 articles, 3 infographics) across four marketing teams and five business functions, driving 2,000+ leads

RenoFi - Fintech Renovation Loan Startup

Aug 2020 – Mar 2022

Content Marketing Strategist

- Wrote over 100 articles about renovation loan and personal finance topics for RenoFi.com
- Lead cross-functional, end-to-end project management of new website and content blog, from UX, to content strategy, design, copywriting, taxonomy and SEO
- Piloted first \$50,000 direct mail campaign from start to finish, including postcard, social ads, landing page and emails — resulting in 19,098 online sessions
- Directed relationships with external paid advertising and SEO consultants, including directing meetings, setting standards and giving feedback

Industry Dive – B2B Newsletter Publication

May 2019 – Aug 2019

Journalist

- Synthesized emerging finance, marketing and technology news into readable briefs for daily newsletter
- Reported a feature article on a growing industry trend that drove more than 15 newsletter subscriptions and was the 9th most-read story that year

SKILLS

Search Engine Optimization – Content Strategy – Writing and Editing – AP Style Guidelines – UX Design – Generative AI Thought Leadership – Project Management

EDUCATION

Bachelor of Arts, Multiplatform Journalism

Minor in Entrepreneurship & Nonprofit Leadership

University of Maryland Honors College, University Honors

Venture for America Entrepreneurial Fellowship Program