

# Jessica Schimm

jessica.schimm@gmail.com  
[www.schimm.squarespace.com](http://www.schimm.squarespace.com)  
707-548-6073

## Senior Manager, Content Marketing

“A strategic content advisor, team influencer, and expert in the storytelling craft.” — Mode’s former CMO

**Recently:** SEPT- DEC 2023  
Traveled — Started 9-month  
leadership course — some  
contracting

### EXPERIENCE

#### Mode Analytics (acq. by ThoughtSpot)

SaaS, Data Science/BI

JUL 2019 - AUG 2023

#### Senior Manager, Content

- Within 8 months, increased traffic to buyer’s-journey content from 739 to 9,000+ page views monthly alongside SEO agency
- Identified the most successful lead generation piece of 2023
- Created the second highest lead gen piece
- Worked with Demand Gen on lead model/formula that only incorporated business emails
- Managed and coached 2+ freelancer writers and, briefly, a senior direct report
- Created buyer’s journey map to assess content gaps for strategic content opportunities
- Designed quarterly content plays with a surround-sound delivery (thought leadership/SEO/social media/webinar/product announcement/influencer strategy)
- Edited and co-drafted a buyer’s guide to BI tools, weaving in product positioning from PMMs and market research

#### Senior Content Marketing Manager

- Developed flagship web traffic and gated content reports with data scientists in Mode to see traffic and lead trends with content
- Ran monthly SME editorial brainstorm meeting
- Presented content trends to 50+ GTM bi-weekly team meeting, unpacking the “whys” behind the report trends
- Managed two direct reports for social media and article efforts
- Constructed a competitive social media report
- Utilized PMM survey to develop new State of Report
- Wrote long-form, short-form articles, case studies, nurture emails

#### Content Marketing Manager

- Partnered with SMEs to produce 9 thought leadership white papers (earning at least \$1M+ in pipeline opportunities in first yr).
- Set up white paper and webinar strategy that earned thousands of leads across industries in 1st yr
- Created and socialized voice and tone guidelines.
- Wrote long-form, short-form articles, case studies, nurture emails, video brand scripts, all social media
- Wrote product page copy and product launch blog posts
- Managed, set cadence, style and tone for all social media channels

#### Contractor at Startups

JAN 2019 - JUNE 2019

#### Contractor, Content Strategist

- Produced in-product copy for seed launch
- Produced social media, web copy, articles, strategic content calendars for various startups

## EXPERIENCE

### Reelio (acq. by Fullscreen)

SaaS, Influencer Marketplace  
SEPT 2015 - DEC 2018

### Content Strategist

- Grew monthly pageviews from 50 to ~16,000 in 1.5 years.
- Developed top lead-gen piece (~47% CTA, 1500+ views)
- Produced long-form, short-form articles, YouTube videos, eBooks, drip-email campaigns, case studies
- Developed content strategy for Google's sales teams to learn the Reelio product

### Women 2.0

Global startup founder community  
JUL 2013 - AUG 2015

### Editorial Assistant

- Interviewed President of Space X, the CFO of Square (now Nextdoor CEO), and former Speaker of the House, Nancy Pelosi
- Created #TechTuesday series which grew coder/engineer/data scientist audience
- Grew Twitter by 41k followers and grew Facebook by 14k in 1.5 years, mainly with live Twitter coverage of events
- Managed content partnerships with MasterCard, VentureBeat, TechWeek

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### B.A., Journalism Minor, Human Rights & Justice Studies

San Francisco State

## INTERNSHIPS

**7x7 Magazine**  
Digital Audience Engagement Editor

**Her Campus San Francisco State**  
Editor-in-Chief

**Golden Gate Xpress**  
Social Media Editor, & Reporter

**Women Who Run San Francisco**  
Editor-in-Chief, Producer  
  
(Received largest grant for solo journalism project.)

## SKILLS

Crisp & engaging writing  
"Earning the argument" in writing  
Project management  
Editing  
Interviewing  
Presenting results (& the nuances)  
Storytelling  
Grammar  
Copy writing  
Social media  
Earning trust of SMEs

## TOOLS

Mode Analytics  
Google Analytics  
Asana  
Coda/Notion  
Sprout Social  
Contentful  
Hubspot  
Sanity  
Canva  
Basic ChatGPT