

# Aubrey Gross



WRITER. MARKETER. STORYTELLER.

Marketer and Content Manager with a flair for storytelling and making emotional connections with intended audiences and coworkers alike. Adaptable and loves to learn new things. Appreciates and is open to feedback. Passionate fan of the Oxford comma and correct apostrophe usage.

## EXPERTISE

Writing; Storytelling; Online Marketing; Social Media; Email Marketing; Webcasts; Event Marketing; Marketing Programs; Web Accessibility; Maintaining a Sense of Humor When Things Get Tough; Seeing Possibilities; Marcom; Copyediting; Video Editing & Production; Publishing

## TECH SKILLS

|           |        |
|-----------|--------|
| HTML/CSS  | Trello |
| WordPress | Breeze |
| Office    | Vyond  |
| Adobe CC  | Canva  |
| Marketo   | Jira   |
| iMovie    | Slack  |

## CONTACT

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## EXPERIENCE

### CORPORATE CONTENT WRITER/CONTENT MANAGER

Kony, Inc. | 2016-current

Corporate Content Writer/Content Manager for Kony, a leading cloud-based low-code application development platform. As a member of the brand team, I'm primarily responsible for Kony's voice, which means a lot of writing and a lot of editing, and a lot of work cross-functionally. Strategic focal points include blog writing (including ghost writing for leadership) and blog management, thought leadership, rich media, email marketing, web content and SEO, copy writing, copy editing, and newsletters. Under my management blog production has increased 50% YOY and blog views have increased at least 25% YOY, along with having increased blog syndication.

Cross-functional work includes projects within the marketing org, working with the leadership team/senior management, Human Resources, product, customer success, sales, and UX/UI. I've written blogs and emails for LT members; I work with HR regularly on internal and external communications, improving job postings, and refining our web and social career content (including LinkedIn and Glassdoor); have edited data sheets for the product team; helped customer success create documentation that launched a new service offering; create emails and materials for sales to use to communicate with prospects; and am regularly asked by the online banking UX/UI team to provide feedback and copy edits on app demos and customer app prototypes. I also regularly create videos for the company's quarterly All Hands meetings, requiring input and collaboration across several departments, levels of seniority, and geographical regions.

On a weekly basis I can write a set of nurture emails, edit an eBook, write multiple blog posts, write/edit landing page copy, create a customer newsletter from scratch in Marketo, create and edit a video, and answer anywhere from two to 30 different grammar and punctuation questions. Since July of 2018 I have worked remotely.

### MARKETING PROGRAMS SPECIALIST

Pyramid Consulting (Contract position with Dell Software Group) | 2013-2015

Remote Marketing Programs Support for the NAM Dell Software (now Quest Software) Campaign team, working with Campaign Managers across entire Dell Software Group product offerings. Own webcast process, from start to finish, including working with campaign managers, marcom, and product marketing managers to execute webcast marketing content in a timely manner. Manage multiple Webex accounts (10+) and BrightTalk account, including set up, reporting, and in-event management. Utilize proprietary DSG systems for reporting. Work closely with email team to ensure deliverability, correct timing, and that emails are set up correctly for A/B testing. Developed requirements for webcast-specific SharePoint website/calendar and assisted with development process and testing, continued to suggest refinements. Worked with marketing operations and development team on integrating DSG WebEx with DSG content management system. Created new post-webcast reporting metrics to help campaign managers better understand webcast registrations, email invitation performance, etc. in order to help increase registrations and attendance. Collaborated with campaign managers on ways to drive attendance and registrations. Was responsible for 25+ webcasts per month. Trained others on webcast process. Worked with DSG Field Marketing team. Conducted venue research, contacted venues, assisted with contracts, and reporting.

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## WORK EXPERIENCE (CONTINUED)

### MARKETING PROGRAMS MANAGER

Zenoss | 2012-2013

Event planning and logistics for webinars, corporate tradeshow, and community (open source) trade shows and speaking gigs. Day to day execution of marketing programs, including drip and lead gen programs, landing pages, lead management, campaigns, etc., utilizing various marketing tools such as Pardot (database of 315,000+), Sugar, and Clickability. Assist with migration from Sugar to Salesforce. Execute re-engagement campaign to ~122,000 contacts, garnering a response rate 76.4% better than goal. Design and execute lead nurturing campaigns and list cleanup. Create SOPs for events, webinars, and Pardot list management. Managed annual events budget of \$190,000.

### MARKETING MANAGER

Apogee Results | 2011-2012

Successfully created and executed demand and lead generation initiatives while working with sales to determine lead gen goals and objectives. Lead all promotional/branding activities, including email marketing, social media, website redesign, and maintenance, blog writing and editing, and writing and editing case studies. Responsible for all lead gen activities, such as webinars, writing white papers, and facilitating trade shows and conferences. Increased number of leads generated 269% August 1, 2011-July 2012 (as compared to prior year). Notable conferences and trade shows: SXSW, Internet Retailer, Innotech Austin, SMX, Conversion Conference, SES.

### MARKETING DIRECTOR

TouchSystems | 2010-2011

Marketing Director for touch screen manufacturer. Market research, drive new product introductions, manage product life cycle including promotions. Promotional cycle included online marketing, collateral, branding, presentations, public relations, and advertising. Prepare materials for conferences, including interactive materials for touch screen displays. Co-chair website redesign from conception to completion. Write and edit content, including newsletters, user manuals, and quick start guides. Product photography and editing.

## ACHIEVEMENTS

### SPEAKER

SXSW Interactive | 2012

Flash? F Bomb, or Da Bomb? – A panel on Flash and web accessibility standards

### PUBLISHED AUTHOR

Self | 2008-Present

Multi-published independent author of two novellas and five novels. My third novel, Big Girls Need Love Too, won a Gold Star Review for cover design from The Cover Designer (I was the designer). As an indie author I'm a small business owner, and am responsible for everything involving the business—the product, marketing, etc.

## EDUCATION

### MASTER OF ARTS

Seton Hill University  
Writing Popular Fiction | 2008

### BACHELOR OF ARTS

University of North Texas  
General Studies with a focus on: Communication Studies, Business Management, Women's Studies | 2004

## VOLUNTEER EXPERIENCE

### LIFE GIFT AMBASSADOR OF HOPE, TEXAS ORGAN SHARING ALLIANCE, DONATE LIFE VOICES, UNOS AMBASSADOR

Promote organ donation registration and awareness via social media, health fairs, registration events, the Second Chance run, and face-to-face interactions.