

Aubrey Gross

WRITER. MARKETER. STORYTELLER.

I'm a storyteller first, writer and marketer second. I have a knack for not only making emotional connections, but also connecting the dots and finding the story. Every marketer likes to say they think "outside of the box;" I'm going to be honest: I'm not even sure where the box is.

- Favorite question: "Why?" followed closely by, "How?"
- Favorite animal: llama (I'm kind of obsessed)
- Favorite book: This Heart of Mine by Susan Elizabeth Phillips
- Favorite food: Tex-Mex
- Fun fact: I raise Angora goats

EXPERTISE

Storytelling; Writing; Online Marketing; Web Accessibility; Maintaining a Sense of Humor When Things Get Tough; Seeing Possibilities; Marcom; Copyediting; Video Editing & Production; Finding the perfect meme or gif; Publishing; Connecting Dots

TECH SKILLS

HTML/CSS	Trello
WordPress	Webex
Office	Breeze
Adobe CC	Vyond
Marketo	Canva
iMovie	Smartsheet

CONTACT



Cell: 254-243-0824

EXPERIENCE

CISCO GLOBAL PARTNER MARKETING PROGRAM MANAGER/CREATIVE STORYTELLER

Trilyon, Inc. | April 2020-Present

As a part of the Cisco Global Partner Marketing (GPM) Communications team, I market to, through, and with Cisco partners via storytelling and the written word. I work cross-functionally with teams within GPM, the Global Partner Organization (GPO), Global Advocacy, and vendors such as Golin, Lightspeed, RYO, and Upshot. For partner success stories, I interview partners and customers, working with Global Advocacy to develop not only the story but also a relationship with the partner, and currently act as the liaison between Global Advocacy and GPM on all partner success stories. Along with writing and editing partner success stories, I also work on strategic thought leadership and executive branding; other executive blog posts; email and landing page content for large GPM initiatives such as Unified Launches; and other marketing communications content and strategy, both internal and external.

Notable projects while a member of the Partner Marketing Communications team have included:

- Launching the "Technology for Good" Guest Partner Blog series in 2020, identifying partners that were working with communities as a part of Cisco's Next Horizon efforts.
- Working on the Marketers as Leaders: Agile Marketing thought leadership interview series, not only from a content perspective but also from a project management perspective.
- Being a core member of the Partner Unified Launch team, including the inaugural Cisco Live Partner Experience and Partner Summit.

CORPORATE CONTENT WRITER/CONTENT MANAGER

Kony, Inc. | January 2016-October 2019

Corporate Content Writer/Content Manager for Kony, a leading cloud-based low-code application development platform. As a member of the brand team, I was primarily responsible for Kony's voice, which meant a lot of writing and editing, and a lot of work cross-functionally. Strategic focal points included 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 increased 50% YOY and blog views increased at least 25% YOY, along with increased blog syndication.

Cross-functional work included projects within the marketing org, working with the leadership team/senior management, Human Resources, product, customer success, sales, and UX/UI. I wrote (including ghostwriting) blogs and emails for LT members; worked with HR regularly on internal and external communications, improving job postings, and refining web and social career content (including LinkedIn and Glassdoor); edited data sheets for the product team; helped customer success create documentation that launched a new service offering; created emails and materials for sales to use to communicate with prospects; and was regularly asked by the online banking UX/UI team to provide feedback and copy edits on app demos and customer app prototypes.

On a weekly basis I could 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.

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WORK EXPERIENCE (CONTINUED)

MARKETING PROGRAMS SPECIALIST

Pyramid Consulting (Contract position with Dell Software Group) | October 2013-November 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. Owned 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. Managed multiple Webex accounts (10+) and BrightTalk account, including set up, reporting, and in-event management. Utilized proprietary DSG systems for reporting. Worked closely with email team to ensure deliverability, correct timing, and that emails were 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., 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.

MARKETING PROGRAMS MANAGER

Zenoss | October 2012-July 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. Assisted with migration from Sugar to Salesforce. Executed re-engagement campaign to ~122,000 contacts, garnering a response rate 76.4% better than goal. Designed and executed lead nurturing campaigns and list cleanup. Created SOPs for events, webinars, and Pardot list management. Managed annual events budget of \$190,000.

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.