

# Nada Beth Kendis

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Dynamic marketing professional with ten + years of experience crafting high-impact sales collateral in Finance, Technology and SaaS environments. Proven track record of developing compelling pitch decks, case studies, QBR templates and outreach assets that fuel sales pipeline growth and boost deal velocity. Skilled in translating complex product offerings into clear, data-backed narratives that resonate with decision-makers. Hands-on expertise with Adobe Creative Cloud, content management systems, and UX/UI principles. Known for balancing strategic thinking with pixel-perfect execution to create content that drives action and inspires confidence across sales teams.

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## Skills

Content Strategy and Development | B2B, B2C and SaaS Marketing | Team Leadership and Mentoring  
Metadata and Taxonomies | Cross-functional Collaboration | Digital Asset Management  
Content Performance Analytics | Content Management Systems | Generative AI Implementation and Administration

## Professional Experience

Beeline/IQNavigator, Remote

**Content Manager** | May 2022 – Jan 2025

Developed and executed a comprehensive content strategy that touched every stage of production from the content level to the project level.

- Pioneered the integration of an AI-powered Content Management System (CMS) with secure, proprietary data sources, driving innovation in content generation with high accuracy and minimal bias. Cut first-draft creation time to under 12 minutes and boosted workflow efficiency by 65% – outperforming open-source AI tools by 30% – while upholding stringent data security and compliance standards.
- Orchestrated cross-functional collaboration between marketing, sales, and subject matter experts to lead content strategy, development and execution for three new product launches driven by the acquisitions of JoinedUp and Utmost (launched as Beeline Professional and Acuity). I developed positioning with sales leadership and partnered with marketing to conceive and develop brand layouts / UX for three products, all delivered on schedule during a coordinated Beeline brand relaunch.
- Scaled global content library in Seismic and enabled online “digital sales rooms” where sales collateral could be customized and presented to potential clients, targeted for those specific opportunities and then tracked to produce usage data such as time on page/ slide, access and shares. Data was used to better respond while mid funnel and improve the overall content lifecycle and increase conversion.
- Standardized metadata taxonomies in Responsive and Sharepoint to enhance discoverability, resulting in measurable improvements in search accuracy and efficiency, which translated into time saved for content creators.
- Introduced workflow guidelines that accelerated project turnaround times while ensuring compliance with regulatory standards, including GDPR.

Kforce, Inc., Remote

**Content Specialist** | March 2013 - May 2022

Career path: Research Analyst / Copywriter/ Content Specialist

- Led the successful enterprise-wide deployment of Content Management System (Qvidian), introducing streamlined content production and management workflows and analytics-based review cycles that reduced content creation time by 42% and increased content reuse by 82%.
- Designed, branded and promoted S.E.T.H. (the Sales Enablement Tool Hub) on an internal SharePoint site that elevated the use of case studies, thought leadership articles, blogs and eBooks by making them accessible to the entire sales field.
- Part of the team that partnered with WorkLlama to create the KforceConnect Mobile app. I was content writer for UI, dialogue boxes, notifications, email notifications.
- Served as primary contact to launch enterprise Canva. I managed the vendor, installed complete brand kits and created folder structure/naming conventions to support production and publication of three consecutive social media campaigns, customized proposal-linked presentations and one offs. The structure that I installed allowed creators from three cross functional teams to reuse branded templates, pull in brand elements, easily search two image resources and never have to look up brand color RGBs again. I also kicked off a newsletter to keep users informed on processes and new features. The result was an increase in quality and speed to delivery of consistent branded content.
- Optimized digital presence with website rebuild on Embraco. I championed accessibility standards in the new design and was the main content writer producing targeted UX landing pages for Finance and Accounting, Technology and Healthcare industries. Conducted A/B testing to determine best navigation and landing page layouts with a focus on CTA text resulting in implemented data-driven UI/UX enhancements that increased content performance. Managed phrase and logo trademarking, SEO and accessibility, driving improved search rankings and audience reach.
- Worked cross departmentally with Creative and Proposal teams to implement Qorus CMS to increase access to existing content, develop a workflow for updates and repurposing opportunities, leverage data to find gaps and improve existing content and saved the creative service teams 50% of their annual spend on CMS going forward.
- Leveraged MS Powersuite to create triggers and notifications to support RFP team by ensuring timely and compliant content updates and smooth team operations.
- Managed all digital assets for Kforce FSO teams in Adobe Creative Suite. Created models, folder structure and taxonomy. Reuse of images went up over 70%, saved the firm both time searching for images and the cost of new images and created consistency in brand.
- Volunteered time and skills for 'Best Buddies' annual charity web event by contributing to event planning, mentoring participants, writing scripts and promotional emails, and designing mailers and social media content.

## Education

B.A. in Technical Communication, University of Central Florida, 2013

Associates Degree, Valencia College, 2011

Honor Societies:

- Phi Theta Kappa
- Tau Sigma

## Certifications

- DE&I in the Workplace certification, Univ. Of South Florida, MUMA College of Business
- Document Automation and Content Management certifications for Qvidian and Responsive (formerly RFPIO)