

Veronica Fiscus

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Marketing Strategy | Product Marketing | Content Leadership

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Professional summary

Marketing and content strategist with 10+ years of experience building high-growth demand engines for B2B SaaS organizations. Proven track record aligning product marketing, thought leadership, and digital marketing to drive pipeline growth and support complex sales cycles. Experienced translating technical capabilities into compelling value propositions, enabling sales teams, and building data-driven marketing programs that accelerate customer acquisition and expansion.

Employment history

TSIA (Technology & Services Industry Association)

Director of Content Marketing

Feb 2025 - Present

- Unified SEO, social, email, and paid marketing into a cohesive demand engine, driving a 36% increase in sourced pipeline
- Led a team of 8 content and campaign marketers managing \$550k annual program spend
- Led cross-functional alignment across Sales, Product, and Events to ensure marketing strategy, messaging, and campaigns support GTM priorities and revenue goals
- Served on the marketing leadership team, contributing to strategic planning and mentoring senior marketers to scale marketing impact
- Developed integrated demand-generation campaigns across digital and event channels, increasing inbound leads by 17%
- Partnered with Product Marketing to translate technical capabilities into differentiated positioning, messaging frameworks, and high-converting campaign assets
- Improved MQL-to-SQL conversion rates by 22% through lifecycle segmentation, lead scoring alignment, and conversion-focused messaging
- Increased virtual event registrations by 20% through integrated promotional campaigns spanning email, social, paid, and SEO
- Built lifecycle marketing programs that improved lead engagement and accelerated progression through the funnel.

Senior Content Marketing Manager

Jan 2024 - Feb 2025

- Drove 180% organic traffic growth over 12 months by building SEO-led content programs aligned to high-intent search opportunities
- Elevated search rankings by 33% through advanced SEO strategy
- Integrated AI tools into editorial workflows to enhance research, optimize performance, and improve content scalability while maintaining strong editorial standards
- Established a content repurposing framework, reducing production needs by 18%
- Mentored and developed a team of content specialists, scaling campaign execution
- Built and operationalized a scalable editorial production system, including content briefs, SME review processes, brand governance standards, and cross-functional approval workflows
- Led hiring, onboarding, and coaching initiatives that improved team performance and accelerated content delivery

- Improved collaboration with design and UX teams, enhancing usability and efficiency

Liquid Web

Content Manager

Oct 2022 - Dec 2023

- Increased content output by 30% by coaching editors and technical writers
- Built full-funnel content programs supporting complex B2B buying committees across IT, operations, and executive stakeholders
- Produced and edited high-volume blog, SEO, and technical content to educate developers and infrastructure teams on complex hosting technologies
- Managed external agencies and freelance writers, overseeing budget allocation and quality standards
- Boosted SEO visibility through audits and link-building campaigns
- Enhanced delivery timelines by 64% through workflow optimization
- Partnered with sales to drive event-based demand generation initiatives

Pivotal Advisors

Marketing Coordinator “Manager”

Jun 2019 - Oct 2022

- Spearheaded website UX redesign, improving lead generation
- Increased B2B growth by 20% through integrated, multi-channel strategies
- Expanded social media reach, increasing LinkedIn followers by 60%
- Directed integrated campaigns, improving visibility and lead generation
- Managed vendor relationships, budgets, and recurring event programs
- Conducted thorough market research and competitive analysis

Self-employed

Marketing Consultant

Sep 2016 - Jan 2021

- Crafted high-visibility PR, email, and social campaigns that increased engagement
- Built full-funnel content strategies aligned to buyer journeys, increasing qualified lead flow and improving conversion pathways
- Advised SaaS and eCommerce clients on content positioning, messaging architecture, and brand differentiation to strengthen market authority
- Developed sales enablement materials, including case studies, pitch decks, and solution briefs, to support client revenue teams
- Conducted competitive messaging audits and repositioned client narratives to clarify value propositions and drive stronger engagement
- Created blog, SEO, and website content that helped early-stage SaaS companies improve search visibility and establish authority in competitive markets

Education

University of Minnesota – Duluth | B.A. Writing Studies, Minor: English

2016 | Emphasis: Professional Writing | Supporting: Journalism

Courses

SEMrush | SEO Certification

Google | Google Ads Certification

Google | Generative AI Certification

UX Writing Hub | UX Writing Certification

Skills

Marketing Strategy & Revenue Growth

Go-to-Market Strategy, Product Marketing Alignment, Demand Generation, Pipeline Development, Buyer Journey Strategy

Product Marketing & Positioning

Messaging Frameworks, Value Proposition Development, Competitive Positioning, Sales Enablement

Digital & Content Marketing

SEO, Thought Leadership, Content Strategy, Campaign Development, Brand Narrative

Marketing Operations & Analytics

Marketing Analytics, KPI Tracking, Funnel Optimization, AI/LLM Tools

Additional information

Tools Proficiency

Figma • Photoshop • Premiere Pro • Google Suite • Notion • Asana • ClickUp • Monday.com • Hootsuite • Sprout Social • LinkedIn • YouTube • HubSpot • SEMrush • Ahrefs • Google Analytics • Slack • Microsoft Teams • Eventbrite • Zoom • Constant Contact • Mailchimp • WordPress • Webflow • Canva • ChatGPT • Crazyegg • ScreamingFrog

Personal Interests

Part-time Author • Event Planner • Corgi Owner • Fitness Enthusiast