

Veronica Fiscus

Content Marketing | SEO Specialist | UX Writer

Minnesota, US

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Professional summary

Director of Content Marketing with 9+ years of B2B SaaS and tech experience. Proven record of driving 200%+ growth through demand generation, SEO, and AI-driven optimization. Adept at scaling content engines, aligning cross-functional GTM strategies, and mentoring high-performing teams. Recognized for transforming content into measurable pipeline, elevating brand visibility, and influencing executive-level strategy.

Employment history

TSIA | Director of Content Marketing | Remote

Feb 2025 - Present

- Led cross-departmental alignment of content strategy with Sales, Product, and Events, shaping GTM priorities
- Unified SEO, social, email, and paid marketing, driving a 36% pipeline lift
- Increased AI platform traffic by 1,841% in 12 months through data-driven optimization
- Boosted conversions by 34% via UX copy and web experience improvements
- Developed demand-gen campaigns (eBooks, blogs, webinars, ads) that grew inbound leads by 17%
- Presented quarterly performance insights to the VP, influencing budget allocation and long-term roadmap
- Built interactive content experiences, increasing on-site engagement by 27%
- Served on marketing leadership team, guiding strategic planning and mentoring senior marketers

TSIA | Senior Content Marketing Manager | Remote

Jan 2024 - Feb 2025

- Drove 300% organic traffic growth in 12 months; doubled non-branded keyword impressions
- Elevated search rankings by 54% through advanced SEO strategy
- Established a content repurposing framework, reducing production needs by 18%
- Mentored and developed a team of content specialists, scaling campaign execution
- Improved collaboration with design and UX teams, enhancing usability and efficiency

Liquid Web | Content Manager | Remote

Oct 2022 - Dec 2023

- Increased content output by 30% by coaching editors and technical writers
- Boosted SEO visibility through audits and link-building campaigns
- Enhanced delivery timelines by 64% through workflow optimization
- Led social campaigns, raising engagement by 26%
- Partnered with sales to drive event-driven demand generation

Pivotal Advisors | Marketing Coordinator "Manager" | Hybrid

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 | Remote

Sep 2016 - Jan 2021

- Developed tailored content strategies for SaaS and ecommerce clients
 - Crafted high-visibility PR, email, and social campaigns that increased engagement
 - Drove measurable growth in brand visibility and lead generation
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Education

University of Minnesota – Duluth | B.A. Writing Studies, Minor: English
2016 | Emphasis: Professional Writing | Supporting: Journalism

Courses

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| SEMrush SEO Certification | Google Google Ads Certification |
| Google Generative AI Certification | UX Writing Hub UX Writing Certification |
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Skills

Content & Brand Strategy: Content Marketing, Storytelling, Campaign Mgmt, SEO, AEO, GEO
Data & Optimization: GA4, Analytics, A/B Testing, AI/LLM, KPI Tracking
Leadership & Collaboration: Team Mgmt, Change Mgmt, Cross-Functional Alignment
Writing & Creative: UX Writing, Copywriting, Technical Writing, Creative Direction

Additional information

Tools Proficiency

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

Personal Interests

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