

# Jonathan Andrew Riemer

## Director, Global Content Experience

1813 Michael Wayne Dr. ■ Austin, Texas 78728  
512-289-2770 ■ jariemer1138@gmail.com

ONLINE CREATIVE PORTFOLIO:  
<https://jariemerwriter.com>

### PROFESSIONAL SUMMARY:

Content strategy expert, senior writer, demand marketing champion, branding & messaging fanatic

*Content rules the world. I'm happiest when I get to use its power for good.*

I'm a Content Strategy, Integrated Marketing, and Demand Campaigns powerhouse with more than 20 years' experience working for high growth B2B SaaS and technology companies. What I do:

- Manage humans (and technology) to do their best work ever - I live to inspire and empower writers, strategists, and designers to engage and motivate customers with the most compelling messages and information. And use new tech like AI to do it.
- Drive campaign triumphs to deliver revenue - I have years of creating scalable, innovative, data-backed content that generates repeatable marketing campaign success at a global enterprise level.
- Tell stories that move brain cells – I love to find the drama that inspires audiences and use it to bolster brand impact.

### WORK EXPERIENCE:

Extensive enterprise B2B marketing, inspiring team leader, data-driven creative

Aug 2019 – Present

**Director of Content Experience, Global Growth Marketing – ServiceNow (Santa Clara, CA; Remote)**

Built the role and team from scratch, creating a team of skilled professionals able to move readily from strategic to tactical, depending on the larger organizational strategy. Currently, I manage a global demand content team of 20+ distributed writers, strategists, and designers. Responsible for content engagement mapping, development of content, and support for global, integrated demand campaigns and other activation channels generating on average more than \$1.2B in marketing sourced and influenced pipeline opportunities per year. Consistently top-rated manager by team for trust and support in yearly Voice of Employee surveys.

June 2017 – Jan 2019

**Senior Director of Digital Marketing & Senior Writer – Sprinklr, Inc. (Austin, TX; New York, NY)**

Managed New York and distributed teams for Demand Programs, Digital Media, and Global Field Marketing. Built best-in-class multi-channel, global marketing programs that leveraged the power of the Sprinklr listening and experience platform. Helped create a new Demand Center of Excellence which greatly improved lead quality while also bringing down per lead cost significantly.

March 2015 – June 2017

**Director, Global Marketing Programs, Senior Writer – DocuSign, Inc. (San Francisco, CA; Seattle, WA; Remote)**

Oversaw the San Francisco and Seattle-based Demand Generation team for North American programs and campaigns (more than 150 campaigns yearly); also responsible for directly producing omni-channel corporate awareness and demand programs for major Lines of Business segments, SMB to Enterprise, resulting in \$56M/year in influenced new business for North America alone. Lead communications for major events such as Momentum, DocuSign's annual user conference.

July 2013 – March 2015

**Director, Global Marketing Programs, Senior Writer, Modern Marketer – Eloqua/Oracle Marketing Cloud (Austin, TX; San Francisco, CA; Toronto, Ontario)**

Promoted from Demand Generation Manager to Director in just 3 months, responsible for strategy and execution of global demand generation programs; fully leveraging the Modern Marketing power that the Oracle Marketing Cloud solutions provide including targeted database marketing, automated nurture, and progressive pipeline acceleration.

July 2009 – July 2013

**Global Marketing Program Manager, Services Team Manager, Senior Writer – Avocent/Emerson Network Power (Austin, TX; Huntsville, AL)**

September 2004 – July 2009

**Senior Writer/Creative Strategist/Video Producer – Global Marcom – Vignette/OpenText (Austin, TX)**

### Prior Agency Experience - Senior Copywriter/Producer

Accounts include EMC, Rackspace, Inc., Pervasive Software, Dell, Inc., Unisys, IBM, HP, Freescale/Motorola, Hospice Austin, Advantage Rent-A-Car, Pace Picante Sauce, Taco Cabana, US Air Force Recruiting & Services Branch, and Valero Energy.

### EDUCATION & ACCOLADES:

**Bachelor of Science, University of Texas, Austin**

- Communications Major: Advertising (Creative Sequence – The top program in the US at the time) Concentrations: Voice, Art, Creative Writing (English Department)
- Kellogg Executive Education: Digital Marketing Strategies (2023 Credential ID 47682598)

2022, 2023, 2024 – Outcome Maven and Silo Buster Awards @ ServiceNow

Telly Awards & National ADDY Finalist (radio), Local/Regional ADDYs (broadcast and print)

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### SIGNIFICANT ACCOMPLISHMENTS:

Multi-billion dollar yearly pipeline influencer, empathetic story teller, passionate team leader

#### Global Content Experience Leader

At **ServiceNow**, I defined and built from scratch a global content team responsible for understanding what drives our many personas and the content needed to meet their needs. From its inception, the content experience team has owned the interpretation of audience triggers, as well as the engagement journey taken by decision makers and influencers. Grown from 4 to more than 20 writers, strategists, and designers, the team has conceptualized and created hundreds of impactful content pieces, from blogs, articles, and infographics to eBooks (pdf and html) and videos, all to help move targeted contacts along the path to purchase. Demand marketing content created by this team has been attributed to helping influence billions of dollars in pipeline each year and one out of every four dollars of closed/won business.

#### Global Marketing Program Creation & Management

At **ServiceNow**, I oversaw the retooling of key buying personas as well their journey stages with content preferences. This has been used as the catalyst for new approaches to buying center campaigns and marketing. At **Sprinklr**, I helped transform a broken demand motion delivering only a few hundred leads a quarter at a tremendous expenditure into a high-performance department scaled to providing more than 3500+ high-value MQLs a quarter at a fraction of the cost. This was accomplished through fine-tuning lead qualification, coordination with the inside sales team, strategic SEM and paid media, and the company's first truly multi-channel, programmatic marketing. During my time at **DocuSign**, I moved the Demand Generation team from singular email campaigns to omni-channel efforts with inbound and outbound tactics resulting in some \$56M/year in influenced new business for North America alone. At **Oracle Marketing Cloud (OMC)**, I helped evolve Eloqua email-only marketing to multi-segment, multi-solution, multi-pronged programs for all of the acquired **OMC** solutions (B2B, B2C, Data Management, and Content Marketing).

#### Branding Expert

At **Avocent/Emerson**, **Oracle Marketing Cloud**, and **DocuSign** I was a key contributor to major rebranding efforts. I help define, refine, and institute a common voice for marketing, unifying and fortifying the branding across all outward-facing materials such as Web pages, collateral, digital assets, and marketing campaigns. During my time at advertising agencies, I was a member of branding teams for EMC, Motorola/Freescale, Rackspace, Advantage Rent-A-Car, Taco Cabana, Valero/Diamond Shamrock, and the US Air Force Services Branch.

#### Creative Team Management

At **ServiceNow**, I have overseen production and activation of more than 150 pieces of long-form content per year, as well as exploration of new content formats, including our transition from pdf to html-based long-form content. I have also encouraged exploration of AI as a powerful tool for idea generation and firsts stabs at copy. The team format I created delivered consistently and at a cost savings to the company of nearly \$1.5 million dollars a year not having to depend on outside agencies. At **Sprinklr**, I oversaw creative to support programmatic marketing, micro-content to long-form ebooks and whitepapers. At **DocuSign**, I helped up-level the quality of creative for all aspects of marketing, demand generation to brand.

#### Senior Marketing Writer

More than just a manager, I am comfortable writing for multiple outlets and formats, from long-copy assets to the pithiest banner ads; radio and television spots to longer corporate films. I pride myself in being "invisible" to the audience; with a style that represents the company and not myself. My writing has won national marketing awards, but more importantly, it has successfully engaged audiences and sold products. As a Senior Writer and Producer, I have conceptualized, written and line- and studio-produced hundreds of audio/radio and video/TV projects. I have overseen video production budgets in excess of \$1M with dozens of cast and crew members, multiple third-party vendors, and union contracted talent.