

Jonathan Andrew Riemer

Director, Content Marketing & Strategy

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PROFESSIONAL SUMMARY

B2B SaaS marketing leader with 20+ years of experience building and running global content and demand-generation teams for companies including ServiceNow, DocuSign, Eloqua/Oracle Marketing Cloud, and Sprinklr. Proven track record scaling content operations that drive measurable pipeline (up to \$1.6B annually) while cutting agency spend. Skilled at building high-trust teams, translating strategy into content that converts, and integrating AI into modern content workflows.

CORE COMPETENCIES

Content Strategy & Operations • Integrated Demand Campaigns • Team Building & Leadership • B2B SaaS Marketing • Marketing-Sourced Pipeline Growth • Brand Voice & Messaging • Customer Advocacy Programs • AI-Enabled Content Workflows • Budget & Vendor Management • Marketing Automation (Eloqua, Marketing Cloud platforms)

PROFESSIONAL EXPERIENCE

Director of Integrated Campaigns and Content Strategy — **Firstup**

Mountain View, CA (Remote) | March 2026 – Present

- Lead strategy and execution for integrated global campaigns, exceeding lead- and pipeline-generation targets.
- Establish new ROI-backed messaging framework adopted across the marketing organization.

Director of Content Marketing & Strategy — **OpenText**

Waterloo, Ontario, Canada (Remote) | March 2025 – March 2026

- Built and led a cross-functional team of storytellers and audience experts, unifying content planning across formats and channels.
- Directed AI-supported, channel-agnostic content strategy balancing customer-centric POV with business priorities.

Director of Content Experience, Global Growth Marketing — **ServiceNow**

Santa Clara, CA (Remote) | August 2019 – March 2025

- Built the Content Experience function and team from the ground up, scaling from 4 to 20+ strategists, writers, and designers.
- Generated an average of \$1.6B+ in marketing-sourced and -influenced pipeline annually; content contributed to 1 in 4 dollars of closed/won business.
- Cut nearly \$1.5M/year in agency spend by building an in-house creative model producing 150+ long-form assets annually.
- Led transition from PDF- to HTML-based long-form content and drove early adoption of AI for ideation and first-draft copy.
- Rated a top manager companywide in annual Employee Voice surveys for trust and support.

Senior Director of Digital Marketing & Senior Writer — **Sprinklr, Inc.**

Austin, TX / New York, NY | June 2017 – January 2019

- Transformed a demand motion generating a few hundred leads/quarter into a high-performance engine delivering 3,500+ high-value MQLs/quarter at a fraction of prior cost.
- Built the company's first true multi-channel, programmatic marketing capability and helped launch a new Demand Center of Excellence.
- Managed New York and distributed teams across Demand Programs, Digital Media, and Global Field Marketing.

Director, Global Marketing Programs, Senior Writer — **DocuSign, Inc.**

San Francisco, CA / Seattle, WA (Remote) | March 2015 – June 2017

- Oversaw 150+ North American campaigns annually; grew Demand Generation from single-channel email to omni-channel programs generating \$56M/year in influenced new business.
- Created and led the Digital Hero customer recognition campaign, celebrating innovators from junior managers to Fortune 100 CEOs.
- Led communications for Momentum, DocuSign's flagship annual user conference.

Director, Global Marketing Programs, Senior Writer, Modern Marketer — **Eloqua / Oracle Marketing Cloud**

Austin, TX / San Francisco, CA / Toronto, ON | July 2013 – March 2015

- Promoted from Demand Generation Manager to Director within 3 months; ran global demand generation strategy leveraging Oracle Marketing Cloud's targeted database marketing and automated nurture capabilities.
- Helped evolve Eloqua's email-only marketing into multi-segment, multi-solution programs spanning B2B, B2C, Data Management, and Content Marketing.
- Ran the annual Markie Awards program end-to-end: call for entries, judging, recognition, and content reuse.

Global Marketing Program Manager, Services Team Manager, Senior Writer — **Avocent / Emerson Network Power**

Austin, TX / Huntsville, AL | July 2009 – July 2013

- Contributed to major corporate rebranding efforts, helping define a unified brand voice across marketing materials.

Senior Writer / Creative Strategist / Video Producer, Global Marcom — **Vignette / OpenText**

Austin, TX | September 2004 – July 2009

- Concepted, wrote, and produced audio and video projects, including budgets exceeding \$1M with cast, crew, and union talent.

Prior Agency Experience — **Senior Copywriter/Producer**

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

AWARDS & RECOGNITION

- Outcome Maven and Silo Buster Awards, ServiceNow (2022, 2023, 2024)
- Telly Award & National ADDY Finalist (radio); Local/Regional ADDY Awards (broadcast & print)

EDUCATION

Bachelor of Science, Advertising (Creative Sequence), University of Texas at Austin, 1987

Concentrations: Voice, Art, Creative Writing (English Department)

Kellogg Executive Education — Digital Marketing Strategies, 2023 (Credential ID 47682598)