

Jonathan Andrew Riemer

Director, Content Strategy & Marketing, Demand Gen, Senior Writer

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PROFESSIONAL SUMMARY

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

I'm an Integrated Marketing, Content Strategy, and Demand powerhouse for high-growth B2B SaaS and technology companies, with more than 20 years building and running global content and demand-gen teams for companies such as **ServiceNow**, **Docusign**, **OpenText**, **Eloqua/Oracle Marketing Cloud**, and **Sprinklr**.

What I do:

- **Deliver success.** I lead the strategy and teams behind content that generates revenue, whether for a specific campaign or always-on marketing across channels. My data-backed content engines produced repeatable results at global enterprise scale: up to \$1.6B in annual pipeline at ServiceNow, where my team's content contributed to 1 in 4 closed/won dollars, all while cutting agency spend.
- **Lead with humility.** I manage humans and technology to do their best work ever. Whether building a team from the ground up (1 to 20+ at ServiceNow) or empowering one I've inherited (Docusign, OpenText, Eloqua), I foster high-trust culture. And I bring the same care to AI, shaping organization-wide approaches that make people faster without replacing their judgment.
- **Champion the customer.** Proud customers are the best salespeople. I've played key roles driving customer recognition and user events, encouraging rich exchanges and celebrating victories. I've also helped create content strategies successfully supporting post-sale adoption and retention efforts.
- **Tell stories that move brain cells.** I love finding the human drama that inspires audiences and using it to bolster brand resonance; translating strategy into content that actually converts. I turned that understanding into scalable systems, like the experience pathways I mapped for complex buying groups at ServiceNow and OpenText, that helped marketers speak to every persona honestly and personally.

CORE COMPETENCIES

- **Content & Brand Strategy:** Content Operations | Editorial Strategy | Brand Voice & Messaging | Audience Journey Mapping | Content Experience Design | Content Governance | Corporate Storytelling | Senior Copywriting
- **Demand Gen & Leadership:** Integrated Marketing Campaigns | Pipeline Growth | Multi-Channel Marketing | ROI & Performance Measurement | High-Trust Team Building | Change Management | Customer Advocacy Programs
- **AI & Tech Infrastructure:** GenAI Workflow Architecture | AI Governance | Enterprise Tool Usage (Claude, ChatGPT, Otter.ai, Eloqua, Marketo, Salesforce) | Vendor & Budget Management

PROFESSIONAL EXPERIENCE

Director of Integrated Campaigns and Content Strategy | Firstup.io

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

- Orchestrated global, end-to-end integrated campaigns, consistently outperforming corporate MQL KPIs by 10+% through targeted, multi-channel narrative positioning.
- Architected and deployed a new ROI-backed messaging framework adopted organization-wide, unifying product marketing and sales enablement streams to accelerate the velocity of the sales cycle.

Director of Content Marketing & Strategy | OpenText

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

- Built and scaled a cross-functional squad of enterprise storytellers, centralizing multi-format content planning across all global business units.
- Designed a comprehensive audience-lifecycle matrix covering nine core product lines, mapping distinct ICP personas, complex buying group touchpoints, and custom content engagement pathways.
- Pioneered channel-agnostic, AI-supported content operations that balanced strict brand governance with aggressive cross-functional delivery timelines.

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 1 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 | 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.

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)