

LAUREN WALLACE

CONTENT WRITER & STORYTELLER

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MY CONTENT PHILOSOPHY

After 10 years weaving revenue-growing narratives and content strategies for enterprise businesses, these are the principles at the heart of my approach: 1. Content marketing is a revenue driver, not a cost center. 2. Business jargon doesn't make you sound smarter. 3. Content *strategy* is better than content *volume*. Agree? Let's talk.

MY EXPERIENCE

SR. EDITORIAL LEAD

(2023 - Present)

Salesforce

- Contributed to \$60M in marketing-driven pipeline by steering content direction and distribution strategies for whitepapers and guides
- Saved \$450K in advertising costs in one quarter by creating organic content that ranked first in SERPs, reducing the expense of PPC ads
- Fueled \$15M in marketing-driven pipeline by leading the content creation and promotional strategy for Commerce Cloud's marquee research report
- Managed \$50K quarterly budget for external agency projects, overseeing timelines, quality standards, and deliverables to ensure successful content initiatives
- Collaborated with cross-functional teams (product marketing, campaigns, SEO, social, and creative) to ensure maximum reach, conversion, and revenue

EDITORIAL LEAD

(2021 - 2023)

Salesforce

- Analyzed data to identify high (and low) performing topics and formats, and adjusted content calendar planning, promotion, and strategic direction based on insights
- Collaborated with subject matter experts, customers, and partners to create authentic, research-backed content that positioned Commerce Cloud as an authoritative leader
- Grew newsletter subscribers by 64% YoY and maintained an average open rate of 25%, ensuring engagement with prospects and consumption with existing customers

SR. CONTENT PRODUCER

(2020 - 2021)

Verimatrix

- Strategically managed the company blog and content calendar, growing readership by at least 1,000 views month over month.
- Created content for multi-channel B2B campaigns that consistently resulted in sales qualified leads from ideal customers.
- Turned highly technical ideas into clear, impactful messaging for web copy, product marketing materials, and ads.
- Collaborated with cross-functional teams, including product managers, developers, and designers, to ensure content met the needs of different stakeholders

SKILLS & TOOLS

PERFORMANCE MEASUREMENT

Google Analytics 4 • Tableau • Salesforce Analytics • Looker Studio • BrightEdge • Semrush

CONTENT CREATION AND COLLABORATION

Wordpress • HubSpot • Webflow • Contentful • Optimizely • Figma • Notion • Claude • GPT4 • Writer.AI • Asana • Airtable

EDUCATION

BA in Literature • Portland State University • Post-Grad • San Diego State University