

Amy Cross

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SUMMARY:

I've been in the world of B2B technology marketing and communications for over 15 years, primarily focused on all things content, digital, and creative. My experience spans from leading global content strategies, to product and brand marketing campaigns, to writing, packaging, and amplifying content programs throughout the funnel. I have a great passion for storytelling within thought leadership, learning and enablement, and overall communications.

TECHNICAL SKILLS:

Microsoft Office Suite and Tools, Adobe Creative Suite, CRM and Marketing Automation Platforms, Content Management and Syndication Systems, Public Relations and Social Media Software, Google Platforms and Tools, SAP Platforms and Tools

EXPERIENCE:

SAP – April 2019 - Present

**SAP Business Technology Platform, Customer Success
Global Content Strategy Lead, November 2019 - Present**

- Lead the global content strategy and execution within the Customer Success solution area
- Architect content and communications plans (themes, calendaring, assets) to position and enable our business technology solutions to multiple stakeholder groups, including sales, partners, and customers
- Collaborate with various orgs (Marketing, & Solutions, Presales, Engineering, Corporate Communications) to produce and amplify content programs and campaigns (including pitch decks, blogs, videos, events, demos, thought leadership)
- Act as liaison between global and regional teams; Unite content creators at the global and regional level for sharing ideas and best practices
- Manage and produce field podcast and deal clinic series, which reach both global and regional audiences
- Manage our portal sites and produce our monthly newsletter, which has a distribution of over 25K colleagues
- Author and ghost-writer of articles and blogs for internal and external communities and publications

SAP Concur

Senior Content & Community Manager, SAP Business Exchange – April 2019 – November 2019

- Create and manage the content strategies for SAP Concur's customer engagement community platform
- Own and implement editorial calendars, ensuring a thematic and cadenced content engine of articles, videos, ebooks, infographics, and podcasts
- Partner with content contributors (SMEs, SAP Groups, Partners, Vendors, Syndicated) to publish content on community platform
- Content contribution as a writer and ghost-writer of full-funnel articles and blog series
- Work with website team members for the ongoing optimization of the site's user experience, including content flow, personalization, gamification, and overall look and feel
- Take part in content promotion and demand gen activities, including organic social and internal comms

NGDATA – New York, New York

Senior Content Marketing Manager, March 2016 – April 2019

- Direct and implement all global lead generation and brand awareness content initiatives, from strategy to production to promotion

- Write and design thought leadership pieces (white papers, guides, digital publications, infographics, webinars, video scripts, client stories, blogs, articles), lead gen materials (landing pages, emails) and sales enablement tools (presentation decks, product sheets)
- Optimize, manage and update company website on an ongoing basis
- Responsible for all inbound social media and digital channels, including organic and paid channels
- Manage SEO keyword research, market analysis, and content optimization
- In charge of internal communication updates and brand ambassadorship programs
- Manage content budget, KPIs and vendors, including website and SEO agencies, and freelance designers

Marketing Consultant, October 2010 – March 2016 (Intermittently)

- Short and long-term projects focused on content creation, marketing planning and strategy, website management and optimization, creative and production
- Clients include: New York University, Booker Software, Embassy English, Life in Mobile, Software Engineering of America, ZocDoc, Brooklyn Cattitude, Prospect Park Animal Clinic, National Academy Museum and School, Magnetic, Alvarez & Marsal, Tethys Technology, University of North Carolina

TalkPoint – New York, New York

Digital Marketing Director, December 2012 – January 2015

- Work with the global sales teams to plan and produce targeted campaigns and promotions
- Manage company website and two re-launches; provide deliverables, design, and content
- Manage content calendar and produce marketing collateral, sales presentations, white papers, thought-leadership pieces, case studies, and product mockups
- Responsible for all email marketing lead generation programs, including strategy, content, graphics, and reporting
- Provide postings and engagement on company's social media channels
- Manage repository of marketing and business development materials on company's intranet
- Provide regular digital marketing reports covering email marketing analytics, website traffic metrics, PPC, and SEO data
- Manage SEM/SEO management vendor, developer, and designer freelancers

Reputation Institute – New York, New York

Communications & Digital Media Manager, January 2011 – August 2012

- Responsible for the development and implementation of global strategies, including communications project plans, social media campaigns, media outreach, website management, promotions, and content creation
- Manage company website and serve as project manager for re-launch
- Manage all corporate and local offices' social media channels and network building; serve as in-house subject matter expert on social media guidelines and best practices
- Write content for press releases and pitches, website pages, marketing collateral, newsletters and emailers, and internal communications
- Manage global media contacts and relations, and distributed press releases, pitches, and stories
- Manage communications budget and third-party vendors

Rolf Jensen & Associates, Cary, North Carolina

Marketing/Business Development Associate, February 2009 – September 2010

- Manage RFP process for regional office, along with social media strategy, content writing, and graphic design

HireNetworks, Inc – Raleigh, North Carolina

Technical/Professional Recruiter, January 2005 – February 2009

- Place candidates in contract and permanent positions

EDUCATION:

Ellis University, Chicago, IL, August 2010

MA in Business Communications

- 4.0 GPA; Master curriculum focused on the science and practice of: marketing, public relations, and multimedia

Florida State University, Tallahassee, FL, May 2004

BA in Commercial Music

Minor in Business

- Dean's List – University and School of Music