

CAMILLE RASMUSSEN

SENIOR CONTENT STRATEGIST

PROFESSIONAL EXPERIENCE

Momentive (formerly SurveyMonkey), San Mateo, CA

Sr. Content Strategist | February 2020 – Present

- Define, develop, and execute a content strategy for our enterprise solutions to drive organic traffic, generate leads, and drive awareness of our product portfolio
- Lead content strategy for our flagship virtual event, Curiosity Conference, driving a 42% YoY growth in registrants; drive event naming & content strategy for other events, including CX Impact Summit and CXO Insights executive speaker series
- Hire and manage multiple freelancers; coach and mentor jr. content teammates; document expertise by creating internal playbooks for research, events, etc.

Content Marketing Manager | September 2016 – January 2020

- Managed editorial and social calendars; led content strategy for SurveyMonkey's portfolio of enterprise marketing and customer experience solutions
- Worked cross-functionally with sales, product marketing, demand gen, social media, design, PR, and leadership to support campaigns and company OKRs
- Drove primary market research to create newsworthy content and hone our brand, persona, and product messaging in collaboration with product marketing
- Wrote and edited blog posts, guides, research reports, sales collateral, emails, ads, case studies, webinars, presentation decks, social media posts, and more

Aspera, an IBM Company, Emeryville, CA

Marketing Communications Writer | February 2012 – September 2016

- As the lead marketing writer, I developed B2B sales and marketing content including case studies, press releases, newsletters, product and solution content, event collateral, and web copy
- Spearheaded our customer stories program, led interviews with C-suite executives and product leaders from companies like UFC and PBS, and built out a collection of 40+ case studies and sales slides across industries and use cases
- Maintained our web properties and published content using TYPO3 CMS

Oregon Zoo, Portland, OR

Conservation Marketing Intern | May 2011 – September 2011

- Collaborated cross-functionally with leadership and partners across the Conservation & Education departments
- Contributed original content to member magazine ZooTracks; revised master's degree program syllabus; led a research project analyzing competitive websites and proposed recommendations

CONTACT

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CERTIFICATIONS

University of California, Berkeley, CA | Marketing Certificate

HubSpot | Content Marketing

EDUCATION

University of Oregon, Eugene, OR
B.A. Journalism, Minors: French & Business Administration

Université Catholique de l'Ouest, Angers, France | Study Abroad

RELEVANT SKILLS

Full-funnel content strategy

Original research

Thought leadership

Digital marketing

Messaging

Buyer persona research

Customer stories

WordPress

Marketo

Salesforce

Asana & Jira