





# MAIA MORGAN WELLS

CONTENT DIRECTOR | WRITER | EDUCATOR

## CONTACT

-  323-302-3211
-  maiamorganwells@gmail.com
-  maiamorganwells.com
-  Colorado, USA

## HIGHLIGHTS

Data-Driven Marketer

Empathetic Leader

12+ Years in Content Marketing

Messaging Genius (Ask My References)

## ASK ME ABOUT

- The great moth invasion at Gartner. Marketing Symposium 2023
- Why it takes an experienced content marketer to run content AI tools
- How my unique background in tech marketing, education, and content creation could be the magic combination you're looking for
- My approach to full-funnel content marketing that has worked in numerous contexts, including consistent results topping 3x organic traffic, and a nearly 30% improvement in MQL to SQL conversion rate

## IDEAL ROLES

Content Director

Content Marketing Director

Marketing Director

## PROFILE

Hi, I'm Maia, a mid-career marketing professional seeking a new home for my skills and vision after an unexpected lay off from my position as a Content Marketing Director. I am especially interested in working with a company that has a great product, values its people, and works consciously to make the world a better place.

Let's see if I can put my unique mix of talents to work for you!

## WORK EXPERIENCE

### Podcast Director and Host

The Marketing Hero Podcast by ClearPivot 2020-Present

- Produce and host a podcast about marketing operations, revenue operations, information architecture, product marketing, brand, content, SEO
- Creative, original interviews with esteemed guests like Rand Fishkin

### Director, Content Marketing and Brand Messaging

DemandScience 2022-2023

- Data-informed, collaborative leadership of the content department for \$374M B2B account intelligence company with four distinct products
- Lead a 2022 brand voice refresh, including brand personality refinement and a full voice guide for internal and external stakeholders
- Celebrated a 29% YoY improvement in MQL to SQL conversion rate, attributed to a decision to use strategic content to nurture and qualify leads before a call

### Senior Content Marketing Manager

Act-On Software 2021-2022

- Strategized content and brand messaging for G2's "most implementable" marketing automation platform
- Managed content production, including writers, designers, and video teams
- Collaborated with Demand Generation, Product Marketing, Sales, Analytics and EMEA teams to define and implement GTM strategies
- Wrote and edited educational content, blogs, ebooks, video scripts and reports

### Marketing Director





ClearPivot (HubSpot Platinum Partner Agency) 2019-2021

- Served as B2B SaaS marketing lead for one of HubSpot's top agency partners
- Contributed to content, automation, copywriting, social media and SEO
- Energized global demand generation campaigns to generate high volume, high quality pipeline for B2B and B2C SaaS clients

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## EDUCATION

### PhD and MA in Sociology

#### University of California, LA

I had the honor of taking my interest in the intersection of brand and culture into the study of sociology at UCLA.

Now, I use what I learned to lend a depth of skill to my work as a writer and marketer.



### Bachelor of Science in Business & Music

#### University of Colorado, Denver



Foundational education in business administration, contracts and finance with a dual focus on music production and vocal performance.

## REFERENCES

### Chris Strom, Founder

-  303-960-9228
-  cstrom@clearpivot.com

### Steve Comando, VP of Creative & Content

-  631-835-9572
-  stephencomando@gmail.com

## WORK EXPERIENCE

### Senior Marketing Manager

Newport Beach HubSpot Partner Agency 2016-2019

- Held key leadership role at HubSpot platinum partner agency
- Focused on cross-functional marketing campaigns for B2B, software and SaaS clients

### Teaching Fellow

University of California, Los Angeles 2013-2015

- Earned prestigious teaching fellowship after 3 years as a Teaching Associate
- Taught courses on sociology, the arts, culture, diversity and technology

### Senior Marketing Manager

We First Inc., Venice Beach 2011-2013

- Managed the Launch of New York Times Best Seller We First: How Brands and Consumers Use Social Media to Build a Better World by Simon Mainwaring
- Co-conceived and directed the We First Social Branding Seminar and post-event video course

## CERTIFICATIONS & TECHNOLOGIES

Act-On Power User 2022

HubSpot Certified Trainer 2021

7 HubSpot Certifications 2020

- Marketing Software
- Inbound Marketing
- Contextual Marketing
- Email Marketing
- Content Marketing
- Inbound Sales
- Sales Software

### Favorite Tech and Tools

- Marketo, Pardot, HubSpot, Act-On
- Databox, Tableau, Looker
- Salesforce, Dynamics, SugarCRM
- Google Analytics, WordPress, Elementor
- Asana, Wrike, Monday, Teamwork Projects