Stephen W. O’Reilly

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Located in Fairfax, VA

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PROFESSIONAL SUMMARY

Experienced content marketer adept at crafting and managing marketing content for B2B software companies that directly translates into increased visibility, sales, and market share. Expertise in researching and collaborating with team members to craft customer personas, brainstorm email campaigns, and assign/create appropriate content. Work extensively with upper management, as well as internal and external SMEs—researching, interviewing, writing, and editing—to create impactful content and thought leadership pieces, including blogs, website copy, and a variety of collateral. Experience with creating social media blurbs for blogs.

WORK EXPERIENCE

**Senior Content Marketing Manager** | InfinityQS, Fairfax, VA (now Advantive, LLC) 2017 to 2023

* Collaborated with sales, marketing, product development, and SMEs to create and manage a range of content, including web copy, blog posts, customer case studies, and more. Created social media posts for content.
* Researched, wrote, collaborated on blog posts (1-2 weekly) with SMEs, working extensively with Kentico and incorporating search engine optimization (SEO).
* Created compelling, actionable sales enablement collateral: data sheets, FAQs, tech specs, and customer stories.
* Account-based marketing – created persona-based email campaigns linking to various content.
* Managed internal contributors and external content providers and the content they produced.
* Worked with technical marketing team members to analyze content results and plan accordingly.
* Developed and managed content editorial calendar.

**Marketing Communications Manager** | Exostar, Herndon, VA 2015 to 2017

* Developed, wrote, and edited content to support marketing campaigns and corporate communications.
* Wrote, edited, and posted all press releases via HubSpot.
* Executed strategic marketing communications plan designed to refine corporate and product messaging for clarity and focus.
* Crafted web copy, sales enablement content, and online ad copy.

**Marketing Manager** | Apptix, Herndon, VA 2012 to 2015

* Crafted all content for lead generation campaigns—including landing page copy and targeted prospect emails—while ensuring SEO.
* Researched, wrote, and published blog posts to drive leads and raise awareness.
* Wrote and managed web content, blogs, press releases, and product documentation and training videos.
* Managed multiple video development projects, including scripting, recording, editing, and posting.

EDUCATION

George Mason University – Fairfax, VA: M.A., English—Professional Writing

Quinnipiac University – Hamden, CT: B.A., English/Communications (double major)