CAITLIN R. WEINER

CONTENT WRITER

PERSONAL PROFILE

With an educational background in writing and a professional career in content and marketing, I transform complex and technical subjects into accessible content for intelligent audiences.

Portfolio: caitlinrweiner.com

EDUCATION

Bachelor of Science in English, Minors in Classical Studies and Professional Writing
State University of New York at Oneonta, 2016

SKILLS

- Long- and short-form content and copywriting
- Content strategy
- Investigative research
- Proofreading and copyediting
- Wordpress, Hubspot, and other CMS
- Search Engine Optimization
- UX/web strategy

EXPERIENCE

CONTENT MANAGER
HackerOne — 2023-Present

- Strategize, write, and manage customer-facing content, including blogs, eBooks, reports, and case studies
- Keep up with trends in cybersecurity, AI, tech policy, and content
- Optimize existing content based on targeted keyword research, SEO best practices, and tools, including Semrush and Ahrefs
- Align with product marketing, customer marketing, sales, and events to ensure cross-functional messaging consistency
- Conduct ongoing content performance measurement and make data-driven adjustments to content strategies and campaigns

CONTENT WRITER
Beacon Digital Marketing — 2021-Present

- Write accessible, engaging, and search engine-optimized content, such as blogs, eBooks, whitepapers, and case studies
- Investigate trends in Fintech, Regtech, SaaS, cybersecurity, and other B2B industries and apply research to a larger content strategy
- Collaborate with copywriters, graphic designers, developers, and producers to ensure consistency across integrated omnichannel campaigns
- Supervise, proofread, and edit work written by junior writers and contractors

ASSISTANT DIRECTOR OF MARKETING
Marist College — 2018-2021

- Write web, ads, email, and more to tell the College's brand story
- Develop and measure end-to-end omnichannel campaigns
- Collaborate with web developers and designers to create a seamless user experience for all audience populations
- Optimize and refresh web content with SEO best practices
- Oversee 70+ web editors across the Marist campus

CERTIFICATIONS

DIGITAL MARKETING
Hubspot Academy

CONTENT-LED SEO
Semrush Academy

CONTENT MARKETING
Hubspot Academy

INBOUND MARKETING
Hubspot Academy

TRANSMEDIA STORYTELLING
University of New South Wales

TECHNICAL WRITING
Moscow Institute of Physics and Technology

GAME DESIGN: STORY & NARRATIVE
California Institute of the Arts