

# Scott Reyburn

## Senior Content Marketing Manager | B2B Technology

Content marketing leader, award-winning marketer, storytelling visionary, drove NVIDIA CEO Jensen Huang's car.

### HIGHLIGHTED SKILLS

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**Content Strategy** - Developed award-winning content programs, earning a **Content Marketing Institute award**.

**Content Distribution** - Managed content distribution across blogs, reports, web, email, social, and webinars, increasing content marketing-influenced pipeline to **\$1B+**.

**AI-Enabled Content Production** - Built AI-assisted workflows, cutting draft time **30%** and revision cycles **50%**.

**Management** - Hired a content marketing manager and **managed a team** of freelance writers and agency partners to scale content programs.

**Analytics** - Audited content programs to improve organic growth and existing content performance, surpassing lead-gen goals by **160%** and accelerating pipeline velocity by **30%**.

#### Additional Skills

B2B, Content Marketing, Editorial Leadership, Strategic Storytelling, Writing, SEO, Digital Marketing, Context Engineering, AI Agent Operations, ABM, Project Management, Stakeholder Management, Product Marketing, Video Editing, Short-Form Video, Social Media, Email Marketing, Web Production, Community Marketing, Data Analysis, Web Copywriting, Product Launches, Case Studies, Webinars

#### Software

Claude, Claude Code, ChatGPT, HubSpot, Notion, WordPress, Google Analytics, Search Console, Salesforce, Asana, Canva, CapCut, Zoom

### EXPERIENCE

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#### **Moloco** - Sr. Content Marketing Manager (Contract)

Leading AI-powered ad tech platform for mobile apps and commerce media

Apr 2025 - Sep 2025

- Owned flagship research report, shaping narrative to differentiate Moloco versus Google and Meta.
- Produced 12+ customer case studies, packaging proof points for evaluation-stage deals.
- Coordinated with cross-functional teams (product and sales) to develop thought leadership and executive POV blogs.
- Built AI-enabled content workflows, cutting draft time 30% and revision cycles 50%.

#### **Liftoff Mobile** - Content Marketing Lead / Sr. Content Marketing Manager

Leading AI-powered ad tech platform for mobile app user acquisition and monetization

Sep 2020 - Nov 2024

- Developed a category-leading content strategy by partnering closely with sales, product marketing, and cross-functional stakeholders.

- Owned global content operations, running the editorial calendar and standardizing workflows to publish consistently at scale.
- Created multi-channel content for the Mobile Heroes community marketing program that influenced \$700M in revenue.
- Managed website redesign (1M+ annual visits), improving engagement and inbound lead quality.

### **Digital Turbine** - *Director, Content Marketing*

Public (NASDAQ: APPS) B2B ad tech company with a mobile growth and monetization platform

Jan 2017 - Jun 2020

- Built subject matter expert-led content strategy, earning #1 Google rankings for priority terms and influencing pipeline.
- Hired a content marketing manager and managed a team of freelance writers and agency partners to scale content programs.
- Redesigned the blog from scratch, surpassing organic traffic growth goals YoY for 3 consecutive years.
- Worked closely with sales, product, and leadership to shape GTM narratives for major product launches.

### **LoopMe** - *Sr. Content Marketing Manager / Content Marketing Manager*

Top-ranked AI-driven brand advertising platform for mobile and connected TV

Sep 2014 - Dec 2016

- Built the content program from the ground up, earning a Content Marketing Institute award.
- Launched a flagship quarterly research report, earning organic press in Forbes, TechCrunch, and VentureBeat.
- Created multi-channel content, including blogs, emails, newsletters, social media, and interactive data.
- Expanded into product marketing, creating sales enablement assets (case studies, decks, one-pagers) that increased marketing-influenced pipeline by \$127M.

## **EDUCATION**

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**San Jose State University** - *Journalism*