

Marianne Chrisos

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SUMMARY

Content leader with a decade in B2B technology, spanning cybersecurity, enterprise SaaS, and edtech. Built and ran content functions at Cisco and Censys supporting nine-figure pipeline targets, wrote C-suite research at Gartner, and now advise security and enterprise clients including Palo Alto Networks Unit 42. Specialize in platform and multi-product positioning, AI product go-to-market, and building AI-assisted workflows that scale output without flattening brand voice.

CORE SKILLS

Content and Strategy: Content strategy, editorial calendar ownership, messaging frameworks, brand voice and tone governance, thought leadership, product marketing partnership, sales enablement content, go-to-market content

Performance and Analytics: Content performance analysis, pipeline and funnel attribution, SEO strategy, AI search visibility (AEO/GEO), conversion optimization, A/B testing, campaign reporting

Demand and Channels: Demand generation support, account-based marketing, email marketing, social media strategy, webinar and podcast production, web content and CMS ownership

AI: AI content workflow design, voice and tone guardrails for AI-generated content, custom GPT development, AI enablement for writing teams

Tools: Google Analytics, HubSpot, WordPress, Webflow, Claude, Scalenut, Canva, Asana, Wrike, Smartsheet, Trello, Adobe Workfront

PROFESSIONAL EXPERIENCE

Content Lead / Content Strategy Consultant

Independent Practice | May 2025 - Present

Independent practice serving B2B cybersecurity, enterprise SaaS, edtech, and supply chain clients. Own content strategy end to end for engagements ranging from single campaigns to full editorial functions.

- Own end-to-end content programs for multiple concurrent B2B clients, from editorial strategy and messaging frameworks through publication and performance reporting
- Build and run AI-assisted content workflows with voice and tone guardrails, cutting draft turnaround by 30% while holding brand voice consistent across writers and assets
- Lead go-to-market and adoption content for AI product launches, from category-education explainers through enablement assets
- Drive website content, SEO, and search visibility work, including optimizing for AI answer engines alongside traditional search
- Direct thought leadership editorial calendars and integrated campaigns across web, social, email, and owned media
- Produce webinar and podcast programs end to end: topic development, speaker prep, scripting, promotion, and repurposing

Selected clients: Palo Alto Networks (Unit 42), Anomali, GoTo, Instructure, TGW Logistics, UL Solutions, Keurig Dr Pepper

Content Marketing Manager

Censys | November 2024 - May 2025

- Owned content for integrated demand campaigns supporting a \$152M annual pipeline target, partnering with product marketing, revenue marketing, research, and paid media
- Positioned Censys as a cybersecurity thought leader, leading content strategy and execution across weekly blogs, daily social, and quarterly flagship assets
- Published weekly threat research blogs and 5 quarterly anchor assets while running daily social across four platforms, growing organic reach 10%+ in Q1
- Led the content workstream of a company-wide brand refresh: rewrote core web pages, improved SEO performance, and rebuilt the voice and tone style guide
- Built AI content workflows with voice and tone guardrails, using custom GPTs trained on brand guidelines and messaging frameworks to cut turnaround and raise output volume across the team

Content Marketing Manager

Cisco | May 2021 - November 2024

- Owned content and copy for demand campaigns tied to \$100M+ in annual pipeline, working in lockstep with product marketing and demand generation

- Drove adoption of Cisco Security Cloud, the company's shift from point products to a unified, cloud-delivered platform, translating a cross-domain enterprise SaaS portfolio into buyer narratives around consolidation and end-to-end visibility
- Built market position across emerging security categories including XDR and platform consolidation through thought leadership, customer stories, newsletters, ebooks, case studies, whitepapers, and webinars
- Partnered with global field, demand, and brand teams to activate and distribute campaigns across regions
- Managed content workflows across agencies and freelancers, coordinating with design and streamlining review cycles to speed campaign execution

Writer

Gartner | September 2019 - May 2021

- Produced 60+ research reports and documents annually for a C-suite audience, grounded in proprietary data, analyst notes, presentations, surveys, and interviews
- Increased client reliance on Gartner research by turning complex analyses into technology and strategy guidance built for originality, substantive simplicity, and consumability by marketing executives
- Led rapid-turnaround thought leadership tied to breaking news and market events, raising Gartner visibility during high-attention moments

Content Writer

Vari | June 2017 - September 2019

- Wrote conversion-focused copy across 30+ SKUs for product pages, app store listings, landing pages, digital ads, OOH and print, and email campaigns
- Led content for a strategic company rebrand and positioning update across all web and print collateral
- Codified voice, tone, and style guidelines with design and creative teams, scaling ecommerce brand consistency; developed instructional and digital content for physical products and VR app launches

Communication Specialist

Nicor Gas | July 2016 - May 2017

- Wrote and edited communications reaching 2.2M+ customers, including marketing materials, web content, press releases, advisories, and leadership talking points
- Supported Public Affairs and Community Relations on program events and media outreach, strengthening public image and regulatory relationships

Content Developer

QLP | February 2015 - May 2016

- Produced SEO-driven product descriptions for dozens of new products weekly, improving ecommerce discoverability and conversion
- Edited freelance submissions to brand standard and contributed to social strategy and weekly blog content targeting higher education, healthcare, and finance buyers

EDUCATION

DePaul University - MA, Writing and Publishing

Aurora University - BA, English

CERTIFICATIONS

Pragmatic Institute - PMC Levels 1-3 | Cornell University - Digital Marketing | HubSpot - Content Marketing | HubSpot - Email Marketing