

Amy Schaal

917-648-7801
amyschaal@gmail.com
[Linkedin](#)

Portfolio
amyschaaldigitalmedia.com

Skills
Content Marketing
Content Strategy
Journalism
Account-Based Marketing
Pursuit Marketing
Sales Enablement
Digital Marketing
SEO
Copywriting
Thought Leadership
Social Media
Generative AI
Web Production (CMS)
Editorial Management
Project Management
Leadership

Awards
Best Long-Term Use of Content
Digital Life Index
Corporate Content Awards

Omnichannel Content Program of the Year
Digital Life Index
Association of National Advertisers (ANA)

Regional Edward R. Murrow Award
CBS Local Digital Media

Best Use of Social Media
Newsday
Press Club of Long Island

Education
Stony Brook University
B.A. Journalism, B.A. English
Class of 2013

Related Experience

Content Strategy Lead / Pursuit Marketing Lead - Capgemini Americas Aug. 2023 - Present

- Lead teams of content writers, copyeditors, and RFP and proposal designers
- Develop and execute highly targeted campaign messaging, creative concepts, and content strategy for pursuit marketing, demand gen, ABM, and events, with a focus on engaging key stakeholders across Telco, Oil & Gas, Utilities, Retail, Consumer Products, Manufacturing, and Partner Marketing verticals. Consistently achieve campaign performance that exceeds industry benchmarks
- Develop editorial standards, implement project management workflows and upskill teams on evolving best practices
- Translate complex technical documents into hyper-targeted content, including whitepapers, e-books, video, talking points, email, social media, display ads, microsites, landing pages, infographics, and sales enablement collateral
- Monitor opportunities in CRM and deliver insights to inform marketing initiatives

Sr. Content Marketing Manager - Treasure Data Feb. 2022 - Aug. 2023

- Created, implemented and maintained editorial strategy, freelance contributor network, podcast program, SEO framework, site rebrand, metrics, and budget as editor-in-chief of thought leadership site, CDP.com. Achieved steady MoM growth, competitive target keyword rankings, and consistent backlink attribution
- Partnered with product marketing and sales to launch a suite of CDP use case guides and RFP tools
- Owned and scaled social media production and strategy with agency partner
- Delivered targeted thought leadership content for Life Sciences vertical
- Worked closely with PR team to ghostwrite bylines for media placement

Sr. Content Strategist - Publicis Sapient Dec. 2019 - Feb. 2022

- Distilled global consumer research to develop the Digital Life Index, an omnichannel content program consisting of a long-form report, microsite, email nurture, social media, targeted industry content, and a video program featuring PS thought leaders
- Lead content strategy for Retail, Consumer Products, Life Sciences, and Public Sector verticals. Pitched and developed relevant, data-informed content that aligned and scaled SEO goals, social media advocacy programs, and campaign initiatives
- Worked closely with industry thought leaders to translate tech topics into articles, whitepapers, e-books, print, video, social media, infographics, and interactives

Content Marketing Manager - AlphaSense Nov. 2018 - Dec. 2019

- Produced whitepapers, blogs, ads, landing page, social, and email copy for Financial Services audiences. Audited and optimized blog content for SEO
- Managed social media strategy and freelance content contributors
- Built buyer persona framework

Managing Editor - DMNews Nov. 2017 - Nov. 2018

- Managed contributor network, e-book, print, and webinar content strategy
- Reported on MarTech topics like digital marketing, advertising, content marketing, social media marketing, email marketing, AI, retail, and ABM

Features Editor/Web Producer - CBS Local Digital Media Oct. 2015 - Apr. 2017

- Produced and edited stories, managed writers, executed SEO strategy and developed social media presence for features and lifestyle content
- Produced SEO-optimized broadcast and local news stories for online publication

Asst. Internet News Manager/Community Journalist - Newsday Aug. 2012 - Oct. 2015

- Maintained the look and feel of the Newsday homepage
- Produced stories, photo, and video for print, social media, and online publication

