

Amy Schaal

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Summary

I'm a seasoned content marketer, journalist, and digital media professional with more than 12 years of experience in web production, content strategy, and data-driven storytelling. I've produced digital media for leading news publications, scaled B2B content marketing and social media strategies for consultancies and startups, and have managed writers, video editors, and creatives. My work has been recognized by the Association of National Advertisers, the Press Club of Long Island, and the Content Marketing Institute.

Skills

Content Marketing, Content Strategy, Journalism, Account-Based Marketing, Pursuit Marketing, Digital Marketing, Social Media Marketing, Sales Enablement, Copywriting, Thought Leadership, Web Production (CMS), SEO, SemRush, Google Analytics, Gen AI, Prompt Engineering, Editorial Management, Project Management, Leadership

Experience

Content Strategy Lead - Capgemini Americas

Aug. 2023 - Present

- 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. Campaign performance consistently outperforms industry benchmarks, with influence tied to more than \$300 million in won deals in 2026.
- Work closely with thought leaders to translate complex technical documents into full-funnel content experiences, including: microsites, e-books, video, email, social, ads, SEO-optimized landing pages, infographics, blogs, talking points, events, and sales enablement collateral for C-suite leaders and B2B tech audiences.
- Strengthen cross-functional collaboration and improve campaign production by optimizing content project management workflows.
- Upskill writers, designers, and broader business stakeholders on evolving editorial, SEO, and Gen AI best practices.
- Monitor opportunities in CRM and deliver insights to inform marketing initiatives.

Sr. Content Marketing Manager - Treasure Data

Feb. 2022 - Aug. 2023

- Owned 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 2X site traffic in six months, steady MoM growth, competitive target keyword rankings, and consistent backlink attribution.
- Wrote, edited and launched a suite of CDP use case guides and RFP tools as part of a full-funnel content program in partnership with product marketing and sales teams.
- Piloted new social creative, including audio and video, and scaled social media content strategy.
- Delivered targeted thought leadership content and campaign assets for Life Sciences vertical.
- Worked closely with PR team to ghostwrite bylines for media placement.

Sr. Content Strategist - Publicis Sapient

Dec. 2019 - Feb. 2022

- Developed and wrote the Digital Life Index, an award-winning omnichannel content program featuring a

- long-form research report, microsite, email nurture, industry-specific content, and video series.
- 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.

Freelance SEO Content Writer - IdeaRocket Animation

Mar. 2018 - Aug. 2021

- Contributed SEO-optimized articles to the IdeaRocket blog.
- Wrote and scheduled monthly content newsletter.
- Managed content strategy and scheduling for social media accounts.

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 freelance 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, photos and videos for print, social media, and online publication.

Awards

- **Best Long-Term Use of Content** - *Corporate Content Awards*
- **Omnichannel Content Program of the Year** - *Association of National Advertisers (ANA)*
- **Regional Edward R. Murrow Award** - *CBS Local Digital Media*
- **Best Use of Social Media** - *Press Club of Long Island*
- **Best Website Launch** - *Finalist - Content Marketing Institute*

Education

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