

## BERRAK SARIKAYA

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### CAREER SUMMARY

10+ years advisory and hands-on experience specializing in content and integrated campaign strategy with a passion for customers' stories and their journeys. I bring that passion to developing and executing B2B content marketing strategies that work toward achieving client business goals. My established track record in B2B digital marketing, content strategy, and community-building is driven by:

- A passion for storytelling and bringing those stories to life across different platforms
- Demonstrated success in data-driven decision making and a growth mindset
- Expertise in internal and external communication, with focused attention to detail, and working with cross-functional teams

### **Sr. Content Marketing and Strategy Consultant & Freelance Writer**

1/10-Present

*Clients: Microsoft, AT&T Small Business, Fluke, Edelman, Arment Dietrich, AIHA, Google (multiple business units), Yesler/Accenture Interactive (various B2B SaaS clients)*

- Building content marketing functions and editorial teams from the ground up for B2B SaaS companies, including budget management, agency management, and hiring
- Collaborating with clients and internal teams to develop integrated plans addressing ABM, lead and demand generation campaigns, messaging and positioning frameworks, buyer personas, and buyer journey maps
- Working cross-functionally with MarTech, Paid Media, and Creative delivery teams to ensure the delivery of a holistic plan that maximizes efficiencies
- Producing content audits, gap analyses, and workshops to articulate strategies that drive MQL, SAL, and opportunities
- Serving as a SME internally and externally by researching, educating, and implementing best practices for the latest issues, developments, and trends in B2B marketing
- Leading website content optimization projects, including but not limited to SEO, metadata, UX improvements
- Building a new vertical for an online magazine as an associate editor, hiring freelance writers, assigning and editing articles.
- Producing and editing work that builds audiences and fills pipelines with clear, concise, and easy-to-understand copy valuable to audiences at every stage of their journey.

Speaking experience: I've taken the stage at Content Marketing World, B2B Forum by MarketingProfs, Seattle Startup Week, and Ignite Seattle.

### **Sr. Content Marketing Manager, IoT, Twilio**

2/21-2/22

- Established the Content Marketing and Public Relations functions for the IoT business unit at Twilio, managing budget and resources, including freelance writers, PR consultant, and content partners.
- Began building a foundation for Twilio IoT thought leadership and leveraged our subject matter experts' diverse background to turn them into IoT influencers
- Executed a content strategy which delivered 25M impressions in 9 months
- Increased Twilio IoT's share of voice and social media presence with 1.9M organic impressions in 9 months
- Worked closely with the Product, Demand Gen, and Sales teams to ensure we met our customers with relevant content at every stage of their buying journey.
- Launched a new cross-product series to showcase Twilio customers who have successfully used both IoT and another Twilio product as part of their end-to-end solution

### **Sr. Content and Community Strategist, Google**

3/14-12/15

- Built, nurtured, and grew a small business community from scratch to 700K members
- Owned the full content strategy and management for the community, creating 2K pieces of content across multiple channels.