

# KRISTIN DIVERSI

CONTENT MARKETING LEADER

ASHLAND, OR | [LINKEDIN.COM/IN/KRISTIN-DIVERSI/](https://www.linkedin.com/in/kristin-diversi/) |

[PORTFOLIO: THEREALKRISTINDIVERSI.COM](http://THEREALKRISTINDIVERSI.COM)

## PROFILE

Strategic content marketing leader who turns technical complexity into revenue-driving narratives. With 12+ years across cybersecurity, healthcare, and SaaS, I specialize in bridging the gap between product teams and market-facing content—translating dense technical concepts into customer-first stories that accelerate growth. Track record includes scaling YouTube engagement 67%, driving 54% MoM traffic growth, and launching full marketing functions from scratch. Experienced in both enterprise environments (Palo Alto Networks, Oracle) and startup build/launch contexts where speed, creativity, and systems thinking are essential.

## EXPERTISE

- Content Marketing Leadership
- Cybersecurity Marketing
- Strategic Positioning
- Technical-to-Commercial Translation
- Thought Leadership
- Brand Strategy & Development
- Video & Digital Strategy
- Audience Growth & Scaling
- Go-to-Market Strategy

## HIGHLIGHTS

**Go-to-Market Launch.** Grew website traffic for Generate Security 54% MoM via new website and product messaging; contributed to 17 deals initiated.

**Growth Strategy & Scaling.** Owned growth for a major brand channel of Palo Alto Networks. Rebuilt YouTube/video strategy: +53% views, +61% impressions, +67% engagement.

**Full-Funnel Content Strategy.** Launched marketing department for healthcare SaaS startup Motient (acquired by Air Methods) during COVID-19. Owned strategy supporting growth and market entry. Supported work that helped secure a contract with the state of Kansas.

## EXPERIENCE

### MARKETING & RESEARCH MANAGER

GENERATE SECURITY | 2025-2026 (CONTRACT ROLE)

Led messaging, product positioning, and go-to-market strategy for AI-native cybersecurity platform, translating complex technical capabilities into market-ready content that accelerated growth and deal initiation.

- Created original messaging for an AI-native cybersecurity platform with conversion-focused website and product copy for consultants/MSPs and C-suite buyers, building and then consistently increasing site traffic 54% MoM and helping initiate 17 new deals.
- Developed an AI risk taxonomy and a trust-scored source/tagging system, strengthening product credibility and enabling scalable market-facing insights.
- Bridged product, research, and GTM to convert unstructured inputs (policies, contracts, terms, external signals) into decision-ready intelligence, improving speed and consistency of go-to-market outputs.

### CONTENT MARKETING MANAGER

PALO ALTO NETWORKS | 2023-2025 (CONTRACT ROLE)

Drove audience growth and brand positioning for major cybersecurity brand through integrated content strategy spanning video, podcasts, thought leadership, and technical storytelling that delivered measurable engagement and reach.

- Rebuilt YouTube and video strategies for flagship cybersecurity brand, driving +53% views, +61% impressions, and +67% engagement.
- Owned cross-portfolio content strategy, developing impactful brand narratives, thought leadership material, and messaging for high-visibility events and campaigns.
- Launched and scaled successful audience-growth-driven programs, including a podcast reaching 25,000+ monthly listeners (which has since received national acclaim).
- Partnered with product, engineering, and field teams to ship technical content that landed (white papers, blogs, and web copy that made complex topics readable and usable).
- Turned dense technical concepts into customer-first stories that strengthened brand awareness and kept messaging consistent throughout all channels.

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## EXPERIENCE SENIOR MANAGER, CONTENT MARKETING

IMPEL | 2022-2023

Built content marketing function from the ground up, establishing foundational systems, workflows, and editorial processes while delivering measurable growth across web traffic, social visibility, and pipeline-supporting assets.

- Built and executed content marketing strategy, driving 20K+ new website visitors and 45K+ sessions.
- Tripled social media visibility, including 300%+ increase in LinkedIn page views and unique visitors.
- Implemented project management workflows and branding tools, streamlining marketing team operations.
- Established and managed the first-ever editorial calendar for strategic content rollout.
- Produced a full mix of assets (white papers, thought leadership, sales enablement, and social) that supported both brand and pipeline.

## SENIOR MANAGER, CONTENT & MARKETING COMMUNICATIONS

AIR METHODS/MOTIENT | 2021-2022

Led go-to-market strategy and execution for new medical SaaS business line as senior leadership partner, building marketing function from scratch during COVID-19 and delivering multi-channel campaigns that drove growth and key contract wins.

- Reported directly to the President and operated as a senior leadership partner, shaping priorities and go-to-market decisions.
- Launched a new business line for a medical SaaS startup during the peak of COVID-19, leading cross-functional delivery and owning the marketing strategy that accelerated growth and market entry.
- Ran multi-channel B2B campaigns for web, social, lead gen, and sales enablement, coordinating tightly with sales and product to hit performance goals.
- Directly supported work that secured a contract with the state of Kansas.
- Managed contractors and worked with third-party agencies to produce high-impact marketing materials and establish a strong and original brand identity.

## CONTENT CONSULTANT & MARKETING STRATEGIST

FREELANCE | 2014-PRESENT

Built and sustained independent consulting practice serving diverse clients across content marketing, brand strategy, and creative writing, delivering high-impact work ranging from commercial content to published books.

- Built and maintained a steady pipeline through social, email, and digital marketing to secure repeat work and new engagements.
- Collaborated with clients to create high-performing content for websites, social media campaigns, sales enablement, lead generation, and content marketing.
- Advised clients on messaging, positioning, and brand strategy to sharpen clarity and improve performance throughout their marketing programs.
- Wrote and published original work in multiple formats (web, magazines, literary journals, and books), adapting voice and structure to audience and channel.
- Author of one published book and co-author of another.
- Delivered projects for a wide-ranging client roster, including ghost writing for notable publications.

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## OTHER PREVIOUS EXPERIENCE

### CONTRACT WORK

THE CREATIVE GROUP  
CREATIVE CIRCLE

Built steady pipeline of contract work through recruiter relationships and agency networks, providing content marketing, technical writing, and copywriting expertise to companies ranging from enterprise brands to startups.

Syndication Editor & Senior Writer, Wanderlust	2016
Behavioral Copywriter, MicroMass	2017
Content Marketing Editor, Oracle + Bronto	2017-2018
Copywriter/Editor, Flextential	2018
Technical Writer, LootSafe	2018
Copywriter/Editor, Mesa	2019
Copywriter, Spyre	2019
Copywriter, Intelligent Demand	2019
Sales Enablement & Lead Generation Copywriter, FluentStream	2020-2021
Technical Writer, Air Methods/Motient	2021 (brought to full-time role)

## EDUCATION

### MASTER OF SCIENCE, NUTRITION & FOOD SCIENCE

Montclair State University | 2013

### BACHELOR OF ARTS, HISTORY (MAGNA CUM LAUDE)

Montclair State University | 2010

## REFERENCES AVAILABLE