

KRISTIN DIVERSI

CONTENT MARKETING LEADER

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Results-oriented content marketing leader with 12+ years across content, marketing communications, and strategy, including cybersecurity, healthcare, and SaaS. Experienced across both enterprise-scale brands and build/launch environments, with a proven track record of translating creative narratives into measurable outcomes across traffic, engagement, and pipeline. Known for urgency, ownership, creativity, collaboration, and systems thinking.

AREAS OF EXPERTISE

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

KEY ACHIEVEMENTS

- **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.

PROFESSIONAL EXPERIENCE

Marketing & Research Manager, Generate Security (Contract Role)

2025 - Present

- Created original messaging for an AI-native cybersecurity platform with a 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 (Contract Role)

2023 - 2025

- 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 launching 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 across channels.

PROFESSIONAL EXPERIENCE (CONTINUED)

Senior Manager, Content Marketing, Impel 2022 - 2023

- 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 (brought on and promoted to full-time from contract role) 2021 - 2022

- 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, leading cross-functional delivery and owning the marketing strategy that accelerated growth and market entry.
- Ran multi-channel B2B campaigns across 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.

Contract Work

Creative Circle & The Creative Group

		Education
Technical Writer, Air Methods/Motient	2021	Master of Science, Nutrition and Food Science, 2013 Montclair State University Concentration in Public Health Research Assistant
Sales Enablement & Lead Generation Copywriter, FluentStream	2020-2021	
Copywriter, Intelligent Demand	2019	
Copywriter, Spyre	2019	
Copywriter/Editor, Mesa	2019	Bachelor of Arts, History, magna cum laude, 2010 Montclair State University Concentrations in Political Science and Psychology
Copywriter/Editor, Flextentia	2018	
Technical Writer, LootSafe	2018	

Other Previous Experience

Content Marketing Editor, Oracle + Bronto	2017-2018
Behavioral Copywriter, MicroMass	2017
Syndication Editor & Senior Writer, Wanderlust	2016

Content Consultant & Marketing Strategist, Freelance 2014 - Present

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

REFERENCES & PORTFOLIO AVAILABLE