



Lesa Moné

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Birthday: 19 June 1989

Nationality: United States of America

Data-driven Content Strategist with eight years of experience providing end-to-end content marketing services for B2B and SaaS companies. Demonstrated history in delivering high-quality, funnel optimized B2B SaaS marketing collateral over diverse channels. Dependable team-member; seasoned remote worker.

WORK EXPERIENCE

ConsenSys GmbH, *Content Lead EMEA*

Feb 2019 – Present, Remote

ConsenSys is the software engineering leader of the blockchain space.

- Leveraged on-page SEO techniques to ideate, create and deliver the top-performing, evergreen article: [Which Governments Are Using Blockchain Right Now?](#), which produced over 30 high-domain authority backlinks, 80 Facebook engagements, and 110 Twitter shares within the first 30 days.
- Generated leads valued over \$1.5MM in the opportunity pipeline as a lead contributor to a global self-directed cross-functional remote team (Growth Marketing, Design/UX, Development, Product Marketing, Content, PR). Compounded efforts additionally led directly to the following results in just three quarters:
 - Gained 40 featured snippets for target keywords (position 0 of Google SERP).
 - Ranked 175 keywords in the Top3 of Google SERP (vs. IBM's 59, the main competitor).
 - From 0.5% to 25% organic visibility for ConsenSys.net (vs. IBM's 10%).
 - 54% of MQLs came from organic traffic.

LeanIX GmbH, *Copywriter + Content Marketer*

July 2017 – July 2018, Remote

LeanIX offers Software-as-a-Service (SaaS) for managing Enterprise Architecture and multi-cloud environments to enable organizations to make faster, data-driven decisions in their IT.

- Created white papers, customer success stories, web page content, social media copy, and email campaign copy about enterprise architecture, cloud governance, IT business transformation, and EA industry trends, averaging 40 pieces of copy per month.
- Learned and applied the fundamentals of inbound marketing, corporate demand generation, buyers personas, and agile delivery, which resulted in:
 - A 25% increase in organic search traffic to the LeanIX blog.
 - A 119% increase in newsletter sign-ups by 119%.
 - LeanIX's first-ever content-led sales conversion.

Lesa Moné, *Freelance Technical Content Writer, Editor*

April 2012 – July 2017, Remote

Provided end-to-end content marketing services on a freelance basis.

- Produced on-demand marketing collateral for award-winning SaaS startups, major telecommunications providers, and market-leading fintech companies.
- Notable companies include DZone, Swisscom, XAIN, API Nation, Mastercard, IceBreaker Studios, and many more.

EDUCATION & CERTIFICATIONS

Johnson & Wales University, *AS Marketing*

Nov 2009, Charlotte, North Carolina, USA

- Cum laude graduate - 3.52 GPA
- Dean's List: Fall 2007, Spring 2008, Fall 2008, Spring 2009, Fall 2009

Certifications:

Inbound - HubSpot, Oct 2020

Inbound Marketing Certified - HubSpot, Sept 2020

Blockchain: Foundations and Use Cases - Coursera, Oct 2018

SKILLS

Writing - A passion for language; strong writing and line editing skills; experience writing for both a developer, B2B, and end-user audience. Diverse writing portfolio, including ghostwriting, B2B copywriting, industry reports, and T2B (tech to business) blockchain content.

Time Management - Self-motivated with sound time-management skills. Able to thrive in a fast-paced environment, managing various competing priorities simultaneously.

TOOLS & TECHNOLOGIES

Tools and Technologies - HubSpot Marketing Hub, WordPress, CRM, CMS, Jira, HootSuite, Buffer, G Suite, Github.

SEO - Semrush, Yoast, Moz, Featured Snippet Optimization, Google Analytics, Google Search Console.