

Shelby Green

green.shelby225@gmail.com | Brooklyn, CT | 860-208-2403 | [linkedin.com/in/shelby-l-green](https://www.linkedin.com/in/shelby-l-green)

Website: shelby-green.com

Executive Summary

Content and editorial strategist with 7+ years of experience building scalable content engines for B2B technology companies. Proven track record of defining editorial voice, developing repeatable content formats, and translating complex technical concepts into clear, high-performing narratives.

Experienced in SEO, Generative Engine Optimization (GEO), and AI-powered workflows to scale production while maintaining quality. Known for driving audience growth, engagement, and pipeline impact through full-funnel content strategy.

Professional Experience

Content Marketing Manager, interos.ai

July 2025 – Present

- Built and operationalized the company's first centralized content and editorial strategy, aligning messaging, campaigns, and storytelling across marketing functions
- Leading development of SEO/GEO/AEO strategy, optimizing content to surface in generative engines and answer-based search environments
- Partner with executives and insights teams to transform complex supply chain data into clear, insight-driven narratives for demand generation and thought leadership
- Increased LinkedIn impressions by 107% and engagement by 146% versus competitors through structured editorial programming
- Designing and implementing AI-powered content workflows, accelerating ideation, drafting, and repurposing while improving speed to publish
- Collaborate cross-functionally with PR, product marketing, and demand generation to ensure content aligns with campaigns, positioning, and business goals
- Managing content production across formats, including written, social, and emerging video initiatives

Content Marketing Manager, Upland Software

April 2024 – July 2025

- Developed and executed full-funnel content strategy supporting demand generation, product positioning, and pipeline growth
- Launched and scaled the company's podcast and video content strategy, growing to thousands of listeners per month and repurposing into multi-channel assets
- Created repeatable content formats including blogs, social video, and campaign assets to improve content scalability and audience engagement
- Led SEO optimization across glossary pages, blogs, and web content, resulting in multiple high-intent pages ranking on the first page of Google
- Led the "Human Over Hype" campaign, producing a flagship eBook and supporting content used across integrated campaigns
- Produced blogs, webinars, customer stories, and long-form assets aligned to buyer journey stages
- Partnered closely with product marketing and sales to ensure content drives measurable business outcomes

Content Marketing Lead, Fullstack Academy

Apr 2023 – Feb 2024

- Led integrated editorial campaigns contributing to \$1M in pipeline influence
- Conducted SEO audit of 300+ content assets, identifying optimization opportunities and improving search performance
- Rebuilt and repurposed underperforming content to increase visibility, engagement, and conversion rates
- Developed multi-channel content campaigns including "Veterans in Tech," combining editorial, storytelling, and newsletter distribution
- Produced SEO-driven blog content and landing pages designed to drive organic acquisition and enrollment growth
- Helped define internal AI usage and content workflow processes

Sr. Social Media and Content Strategist, Secureworks

Oct 2022 – Feb 2023

- Produced and edited executive thought leadership across cybersecurity and risk, shaping high-level narrative and POV content
- Contributed to video and YouTube content strategy, developing scripts and storylines for creator-style and influencer-led content
- Advised internal teams on editorial standards, messaging, and platform-native storytelling

Shelby Green

green.shelby225@gmail.com | Brooklyn, CT | 860-208-2403 | [linkedin.com/in/shelby-l-green](https://www.linkedin.com/in/shelby-l-green)

Website: shelby-green.com

- Collaborated on video, influencer, and social-first initiatives to improve reach, engagement, and brand credibility
- Managed freelance contributors, ensuring consistency and quality across published content

Creative Content Writer, Academic Partnerships (Contract)

Dec 2021 – Oct 2022

- Created integrated digital campaigns including ads, landing pages, and email marketing for 20+ higher education brands.
- Optimized SEO-driven content to improve visibility, engagement, and conversion across web properties.

Social Media/Content Specialist, Gerber Technology

June 2018 - December 2021

- Built the company's social and editorial presence from the ground up, establishing consistent content programming and brand voice
- Increased website traffic by ~70% YoY and social audience by ~40% YoY
- Developed and tested new formats including LinkedIn Live and Facebook Live, expanding audience engagement during COVID
- Helped transition a global conference to a virtual format, reaching 2,000+ attendees
- Supported integrated campaigns contributing to \$750K in revenue within three months
- Contributed to industry pivot campaign bringing in 400+ new customers and supporting 1,700 manufacturers transitioning to PPE production
- Managed a 50K+ member professional community, overseeing editorial cadence and engagement strategy

Education

University of Connecticut

Storrs, CT

Bachelor of Arts in Communication, Minor in Digital Marketing & Analytics, Presidential Scholar

Skills

- **Content Strategy & Demand Generation:** Content Marketing Strategy, Demand Generation Content, Campaign Content Development, Content Repurposing & Distribution, Product Marketing Collaboration
- **AI & Content Workflows:** ChatGPT, Claude, AI-Assisted Content Creation, AI Prompting & Workflow Development, Generative Engine Optimization (GEO)
- **Growth & Optimization:** SEO Strategy, Content Performance Analysis, Audience Research, Pipeline Influence, Editorial Strategy