

## **LENA VALENTY**

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### **SUMMARY**

Innovative content strategist and storyteller with 15+ years of experience crafting compelling narratives that drive measurable engagement across global enterprises and startups. Proven track record of building and leading high-performing content teams, developing data-driven strategies, and delivering campaigns that connect with both internal and external stakeholders.

### **PROFESSIONAL EXPERIENCE**

#### **Content Strategist | Consultant**

June 2015 — Present

*Write and edit content for Fortune 500 clients in life sciences and fintech to fuel marketing campaigns for brand awareness, thought leadership, and email nurture.*

#### **Marketing Director, Life Sciences | PatientPoint**

August 2023 to August 2024

*Led content marketing transformation for 35-year leader in point-of-care marketing, applying journalistic storytelling principles to build comprehensive engagement strategies.*

#### **Key Achievements:**

- Developed and delivered C-suite presentations and executive communications for quarterly business reviews and stakeholder updates
- Spearheaded development of comprehensive content playbooks and frameworks, establishing new standards for campaign execution
- Created thought leadership program including executive ghostwriting, industry trend analysis, and subject matter expert content
- Launched 5 integrated campaigns generating 2.5M impressions, 1,000+ click-throughs, and 800 form fills
- Built and managed multi-channel strategy including sales enablement, thought leadership, paid/organic social, paid media, and email nurture programs

#### **Senior Content Marketing Manager | Vivian Health**

January 2023 to August 2023

*Directed content strategy for healthcare jobs marketplace, leveraging data journalism techniques to create compelling narratives for multiple stakeholder audiences.*

#### **Key Achievements:**

- Developed and executed thought leadership strategy during critical post-COVID market pivot, including executive bylines and industry insight reports
- Launched data-driven Wage Trends newsletter featuring executive insights, exceeding subscription goals by 75%
- Established editorial and brand guidelines blogs and thought leadership content
- Partnered with UX research team to align content strategy and product with user needs

#### **Content Marketing Manager | Thermo Fisher Scientific**

August 2018 — January 2023

*Led global content strategy and execution for Fortune 500 life sciences leader, managing both in-house and freelance content teams while maintaining editorial excellence.*

#### **Key Achievements:**

- Led digital transformation initiative including migration from WordPress to Adobe Experience Manager, reducing technical debt and page count by 90% while improving engagement

- Architected multi-channel content distribution strategy spanning web, mobile, email, and social platforms
- Created innovative resource hub with personalized content paths, increasing user engagement by 10%
- Launched regional digital presence in China market, including localized channel strategy and platform selection
- Established global content governance framework ensuring consistency across channels and regions (APAC, EMEA, Americas)

### **Executive Editor | gyro (now part of Dentsu)**

January 2016 — August 2018

*Led five-member content team developing integrated marketing campaigns for clients including Roche, Hewlett-Packard Enterprise, Hewlett-Packard Inc., John Deere, and ADP.*

#### **Key Achievements:**

- Managed end-to-end content development across all formats: whitepapers, technical documentation, digital campaigns, thought leadership, email nurture
- Established content workflows and governance processes
- Led content strategy workshops focusing on persona development and user journey mapping
- Applied editorial best practices to elevate content quality across all deliverables
- Created narrative frameworks to align content with user needs and business objectives

### **Managing Editor | Exhibitor Media Group**

May 2007 — December 2015

*Led editorial direction and content strategy, managing production while supervising writing staff of a monthly international trade publication focusing on exhibit and event marketing.*

#### **Key Achievements:**

- Directed all aspects of monthly magazine production from content planning to final delivery
- Developed and maintained editorial calendar aligned with industry trends and reader interests
- Managed team of writers, providing mentorship and maintaining high editorial standards
- Created style guides and editorial processes to ensure consistent quality

### **Managing Editor | Tiger Oak Media**

January 2003 — May 2007

*Managed editorial operations for multiple publications, leading content strategy and team development.*

#### **Key Achievements:**

- Oversaw content development and production for multiple monthly publications
- Established editorial workflows and quality control processes
- Mentored junior writers and editors
- Developed content strategies aligned with business objectives and reader needs

### **TECHNICAL EXPERTISE**

Adobe Experience Manager | Adobe Analytics | Adobe Creative Cloud | GA4 | HubSpot | Workfront | JIRA | Asana | ClickUp | Seismic | AP Style | Generative AI / LLM

### **EDUCATION**

B.A., Journalism & Mass Communications – University of Minnesota, Twin Cities