

CONTACT

📱 Available upon request

✉ Available upon request

🌐 www.pkarmes.com

ABOUT ME

Experienced content strategist, marketer, and storyteller.

From working in scrappy startups, to established enterprises, to always-busy branding agencies—I have a knack for finding clarity in ambiguity.

I love a good story, never shy away from a challenge, and feel most inspired when I'm collaborating with other creatives.

PAST CLIENTS

- Alfresco
- Ansible
- Brightly (formerly Dude Solutions)
- ChannelAdvisor
- Cockroach Labs
- ElectriCities
- Healthgrades
- Hopscotch Design Festival
- Innovate Raleigh
- Lenovo Software
- LIRN
- NGINX
- People.ai
- Raleigh Founded (formerly HQ Raleigh)
- Red Hat
- RTI Innovation Advisors
- Securlly
- Software AG
- Tidelift
- Work in the Triangle

EDUCATION

M.A. in Communication | Public and Media Relations

The Johns Hopkins University

Graduated 2016

B.F.A. in Dance | Minor in English with a Writing Emphasis

Dominican University of California

Graduated 2013 | Summa Cum Laude

PIPPA ARMES

BRAND + CONTENT MARKETING DIRECTOR

EXPERIENCE

Pendo | Brand Marketing Director

Feb 2024 – Present

Pendo | Senior Content Marketing Manager

Jul 2021 – Feb 2024

CONTENT STRATEGY + EXECUTION

- Produce full-funnel content that drives demand, pipeline, demo requests, and opportunities. From Feb 2023 – Oct 2023, my content influenced almost **\$1M in pipeline** in email campaigns alone, and **\$63K in total pipe** in paid social campaigns.
- Own full-funnel content for Pendo's enterprise audience, including: blogs, e-books, customer stories, white papers, one-pagers, video storyboards, webinars, and more.
- Manage the Editorial Content team's publication pipeline, editorial calendar, and content database—ensuring all resources are discoverable by sellers in Seismic.
- Built systems and automations in Monday.com to improve our team's efficiency and increase our content's reach, and led the migration from our legacy system (Airtable).
- Created (and continue to maintain) Pendo's first-ever complete voice and style guide.
- Champion the Pendo brand by ensuring consistent messaging across all digital properties.

COMMUNITY + EVENTS

- Lead full content strategy and execution for Pendomonium—from the theme to repurposing content after the event. I was responsible for creating messaging for all digital and physical assets, producing website copy and architecture, and writing all promotions (e.g. emails, in-app guides, community announcements, sales materials, blogs, etc.).
- Curated and managed the full Pendomonium breakout agenda—including selecting sessions; planning and organizing breakout tracks; overseeing a team of **10 content coaches, 8 stage captains and emcees, and 4 stage crews**; and managing all slides and communications for **55 speakers**, across 32 sessions, on 5 tracks.

SOCIAL MEDIA

- Lead Pendo's company-wide organic social media strategy—including planning, overseeing campaign initiatives, execution, publishing, and reporting.
- Within my first three months of owning social, I grew Pendo's audience by **31.8%**, published **23%** more posts, drove a **196.8%** uptick in post impressions, and increased post engagement by **107%** (compared to the same period in the previous year) across LinkedIn, X, Facebook, and Instagram.
- My real-time coverage of Pendomonium 2023 (on Instagram, LinkedIn, and Twitter) generated **195%** more engagements, **281%** more post link clicks, and a **96%** higher engagement rate compared to Pendo's coverage during Pendomonium 2022.
- Partnered with the paid social team to write new demo conversation ads on LinkedIn that resulted in **5x CTR** and **3.5x conversions** in FY23 alone.

Citrix | Senior Content Strategist

Jul 2020 – Jul 2021

- Led content strategy and execution for the newly formed CX Insights & Advisory team, including the creation of all messaging and research frameworks.
- Worked closely with the CX leadership team on developing Citrix's new customer journey framework, leading to the launch of the fully reimagined Citrix Cloud Success Center.
- Facilitated VoC workshops with customers and partners, and presented findings to cross-functional leaders across Citrix.
- Created and managed content and enablement for the CX organization.

New Kind | Senior Content Strategist

May 2017 – Jul 2020

- Served as the strategy and content lead for a large roster of B2B SaaS and open source clients, with deliverables including: story, messaging, and positioning; EVPs; voice and style guides; company and product naming; GTM campaigns; and sales materials.
- Led brand and competitive research for all clients, including: brand and competitive audits, stakeholder interviews, and fielding and synthesizing qualitative / quantitative surveys.
- Presented work and facilitated workshops with clients, including executive boards, C-suite leadership, marketing and product owners, and creative teams.

Crisp Agency (Three Ships) | Account Coordinator

Dec 2016 – May 2017

Coleman Research Group | Senior Marketing Associate

Dec 2013 – Dec 2016