

PIPPA ARMES

CONTENT MARKETING LEAD + STRATEGIST

CONTACT

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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 creating clarity from complexity.

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

A few other fun facts:

- Quintessential “third culture kid”
- Former ballerina-turned-boxer
- Fervently Team Oxford Comma

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

EXPERIENCE

TRM Labs | Content Marketing Lead

Apr 2024 – Present

CONTENT STRATEGY + EXECUTION

- I serve as the “editor in chief” for TRM, owning the orchestration and creation of all public-facing content. I build the bills of materials for brand, 1:many, and ABM campaigns; write thought leadership pieces; collaborate with SMEs to produce assets; edit all marketing and data-driven reports; and brief designers on creative execution.
- I drove the creation of TRM’s [Resources Hub](#), dramatically improving content delivery and discoverability. This effort increased TRM’s site health from 19 (weak) to 98 (excellent), and underpinned a 186% increase in search traffic in 2025.
- Winner of the “Master Craftsperson” Leadership Principle Award in Q1 2025 for raising the bar for creative and content excellence at TRM.

BRAND + CONTENT LEADERSHIP

- I own and execute TRM’s SEO and GEO efforts—including producing all GEO-targeted content, optimizing existing pages, and advising content contributors on GEO best practices to ensure TRM earns AI LLM mentions and citations. Within the past ~9 months, these efforts have increased TRM’s presence in AI LLMs from ~40% to over 73%.
- I created (and continue to maintain and evangelize) TRM’s first-ever voice and style guide, speaker guide, and social media guide. I also built several custom GPTs to scale our content engine and enable everyone at TRM to write and edit with confidence.

EVENTS

- I work with event leads to curate agendas and coordinate speakers for flagship events, including regional TRM Summits and Block by TRM (TRM’s annual user conference).
- I coach internal and external speakers on presentation best practices and work with them to build and refine their materials so they are clear, beautiful, and on-brand.

SOCIAL MEDIA

- I own TRM’s social media strategy—including content planning; reviewing, editing, and approving all posts; and reporting. In 2025, TRM outpaced our nearest competitor’s social growth by a factor of over 3x.
- I support TRM’s Policy team in producing [The Weekly Roundup](#) newsletter. When I first joined TRM, I migrated The Weekly Roundup from a legacy email format to a LinkedIn newsletter—expanding readership from ~2,000 email recipients to ~26,000 subscribers (and growing).

Pendo | Brand Marketing Director

Jul 2021 – Mar 2024

CONTENT STRATEGY + EXECUTION

- Produced full-funnel content used in brand and enterprise “pod” campaigns to generate pipeline, drive demand, and create opportunities. Content types included blogs, e-books, customer stories, white papers, one-pagers, video storyboards, webinars, and more.
- Managed critical systems used by the entire Editorial Content team, including the editorial calendar and content database. Built automations within key tools to improve the team’s efficiency and expand the reach of our content.
- Partnered with Sales Enablement to ensure sellers were regularly briefed and enabled on content relevant to their customer segments.
- Created Pendo’s first-ever complete voice and style guide, and drove adoption and utilization across the entire organization.

PIPPA ARMES

CONTENT MARKETING LEAD + STRATEGIST

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
- Securly
- Software AG
- Tidelift
- Work in the Triangle

TECH STACK

- Asana
- Claude (Anthropic)
- Canva
- Figma
- GA4
- Google Suite
- Highspot
- HubSpot
- Keynote
- LinkedIn
- Loom
- Muck Rack
- Notion
- OpenAI / ChatGPT
- Scrunch
- Seismic
- Semrush
- Slack
- Sprout Social
- Webflow
- Writesonic

EXPERIENCE, CONT'D

Pendo | Brand Marketing Director (Cont'd)

COMMUNITY + EVENTS

- Led pre-, live-, and post-event content strategy and execution for Pendomonium, Pendo's flagship user conference. Developed messaging for all digital and physical assets, wrote all website copy, and created all event promotion materials (e.g. emails, in-app guides, community announcements, sales materials, blogs, etc.).
- Organized the full Pendomonium breakout agenda—including session selection (32 sessions), breakout track curation (5 tracks), and speaker coordination (55 speakers). Also managed a team of 10 content coaches, 8 stage captains and emcees, and 4 stage crews onsite during the event.

SOCIAL MEDIA

- Owned Pendo's organic social media strategy—including calendar planning, campaign coordination, posting, and reporting.
- 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 voice of the customer (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, members of 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