

PIPPA ARMES

HEAD OF CONTENT MARKETING | STORYTELLING + EDITORIAL LEAD

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PROFESSIONAL SUMMARY

Content marketing leader with 10+ years building editorial programs from the ground up—spanning brand strategy, thought leadership, SEO/GEO, and AI-accelerated content production. Lover of short sentences, human stories, and the Oxford comma.

PROFESSIONAL EXPERIENCE

TRM Labs

April 2024 – Present

Content Marketing Lead

- Lead all TRM public-facing content as editor in chief—overseeing production and editorial quality across thought leadership, reports, white papers, guides, case studies, blogs, newsletters, social posts, glossary pages, webinars, and website copy.
- Partner with designers, growth marketers, and regional marketers to develop creative copy and content that drives awareness and conversions across brand, 1:many, and ABM campaigns.
- Own TRM's thought leadership strategy and execution—from long-form to social-ready formats—for the brand and SMEs.
- Own and execute TRM's SEO and GEO strategy—creating net-new assets, optimizing existing pages, and coaching contributors to earn AI citations and mentions.
 - Grew AI share of voice from 0 to 75%+ in 6 months, making TRM a top-cited blockchain intelligence resource across major LLMs.
- Own TRM's social media strategy, including content planning, editorial review, and reporting. In 2025, outpaced TRM's nearest competitor's social growth by 3x.
- Manage agency relationships for TRM's web and SEO/GEO partners—leading briefings, setting strategy, and ensuring outputs meet TRM's editorial standards.
- Partner with event leads to curate agendas, coach speakers, and develop content for flagship TRM events.
- Co-produce TRM's policy team's [The Weekly Roundup](#) newsletter.
 - Migrated The Weekly Roundup from email to LinkedIn newsletter in 2024, expanding weekly readership by over 1,300%.
- Authored TRM's voice and style, speaker, and social media guides.
- Built AI agents, skills, and plugins that enable contributors across TRM to accelerate content production and enable the generation of publication-ready assets at scale.
- Led the creation of TRM's [Resources Hub](#), boosting site health from 19 to 98 and driving a 186% increase in search traffic in 2025.
- Won TRM's Q1 2025 "Master Craftsperson" Leadership Award for driving creative and content excellence.

Pendo

July 2021 – March 2024

Brand Marketing Director

- Produced full-funnel content—blogs, e-books, white papers, customer stories, one-pagers, video storyboards, and webinars—for brand and enterprise campaigns, influencing ~400 opps, driving \$11.8M in pipeline, and resulting in \$3M sold during my tenure.
- Managed the editorial calendar and content database for the editorial content team, building automations to improve team efficiency and expand content reach.
- Partnered with sales enablement to keep sellers briefed and enabled on content relevant to their customer segments.
- Authored Pendo's first voice and style guide and drove its adoption across the organization.
- Led end-to-end content strategy for Pendomium, Pendo's flagship user conference—developing messaging, writing website copy, and producing all event promotion materials (e.g. emails, in-app guides, community announcements, blogs, and sales materials).
- Owned the full Pendomium breakout agenda: 32 sessions across five tracks, coordination of 55 speakers, management of ten content coaches, and onsite coordination of eight stage captains/emcees and four stage crews.
- Owned Pendo's organic social media strategy—including planning, campaign coordination, posting, and reporting.
 - Partnered with the paid social team to write LinkedIn demo conversation ads that delivered 5x CTR and 3.5x conversions in FY23.

Citrix **July 2020 – July 2021**
Senior Content Strategist

- Led content strategy and execution for the newly formed CX Insights & Advisory team, including designing foundational messaging and research frameworks used by the rest of the organization.
- Partnered with CX leadership to develop Citrix's customer journey framework, culminating in the launch of the reimagined Citrix Cloud Success Center.
- Facilitated voice of the customer (VoC) workshops with customers and partners, and presented findings to cross-functional leaders.

New Kind **May 2017 – July 2020**
Senior Content Strategist

- Led content strategy for a large roster of B2B SaaS and open source clients—delivering brand stories, messaging and positioning, employer value propositions (EVPs), voice and style guides, naming strategy, GTM campaign strategy, and sales materials.
- Led the brand and competitive research function, touching all of New Kind's clients. Deliverables included brand discovery briefings and deep synthesis of brand and competitive audits, stakeholder interviews, and qualitative/quantitative surveys.
- Presented work and facilitated workshops with clients and stakeholders ranging from executive boards and C-suite leaders to marketing, product, and creative teams.

Crisp Agency (A Three Ships Company) **December 2016 – May 2017**
Account Coordinator

Coleman Research Group **December 2013 – December 2016**
Senior Marketing Associate

EDUCATION

M.A. in Communication | Public and Media Relations
The Johns Hopkins University
Completed 2016

B.F.A. in Dance | Minor in English with a Writing Emphasis
Dominican University of California
Completed 2013 • Summa Cum Laude • Dean's List • Honors Program

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 • Canva • Claude Code/Cowork • Figma • Google Suite • Gumloop • HubSpot • Keynote • LinkedIn • Loom • n8n
Notion • Semrush • Similarweb • Sprout Social • Webflow • Writesonic • X