

# Jennifer K. Cloudt

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## WORK EXPERIENCE

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### **Pegasystems**

#### *Senior Project Manager*

Austin, Texas

April 2024 – Present

- Lead a team of designers, developers, and content creators in the complete refresh of the Pega Partners Portal in 2024

### **project44**

#### *Content Marketing Manager*

Austin, Texas

February 2023 – April 2024

- Led the end-to-end creation of content assets like blog posts, eBooks, white-papers, bylines, emails, slide decks, ad campaigns for an audience of supply chain professionals
- Owned organic strategies for LinkedIn, Twitter, Facebook, and Instagram; increased audience engagement by more than 125% across all channels from Q2 2023 to Q3 2023
- Successfully leveraged advanced AI technologies, including ChatGPT, to craft compelling and personalized content strategies that foster meaningful engagements with target audiences

### **Pegasystems**

#### *Content Manager*

Austin, Texas

March 2022 – February 2023

- Collaborate with product and brand marketing to create reports, blogs, eBooks, white papers, guides, and other assets that build awareness and establish Pega as an industry leader in AI-driven technologies
- Develop and execute quarterly content plans for horizontal campaigns built around trunk assets; track and manage plans through content management systems like Monday.com

### **SoftServe Solutions**

#### *Content Manager*

Austin, Texas

Jan 2021 – March 2022

- Collaborate with subject matter experts to develop content marketing strategies for cloud, big data, IoT, security, and UI/UX solutions
- Lead cross-functional teams to create content for demand generation, campaigns, and digital events; included blogs, web, email, social media, white papers, infographics, digital ads, presentations, and eBooks
- Collect and analyze key metrics to understand how in-market content performs among our target audience

### **IBM**

#### *Program Marketing and Communication Manager*

Austin, Texas

July 2018 – Dec 2020

- PartnerWorld Program project management lead
- Led creation of internal and external awareness campaigns for PartnerWorld Programs, including webcasts, blogs, email, and events
- Marketing and communications leader of IBM Business Partner Connect, launched at Think 2019; drove increase in matches by 200% within three months following launch

### **Beekeeper Group Digital Public Affairs Agency**

#### *Account Manager*

Washington, D.C.

Sept 2015 – Dec 2017

- Led planning and execution of digital advocacy campaigns with budgets up to \$200,000 for non-profit and corporate clients
- Independently managed digital content and digital advertising strategy for multiple clients, including recommendations for Google Ads
- Provided strategic recommendations for improving digital content strategy based on industry trends and reporting metrics

## SKILLS AND TOOLS

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ChatGPT, SmartSheet, Trello, Engaging Networks, NationBuilder, Wordpress, Spredfast, Hootsuite, Sprout Social, Hubspot, MailChimp, Google Analytics, Facebook, Twitter, LinkedIn, Rally Congress, Facebook Ads Manager, Google AdWords, Twitter Ads, Basic HTML, Microsoft Excel, Monday.com, Asana, WordPress

## EDUCATION

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### **The University of Texas at Austin**

B.A in Psychology and American Studies

Austin, Texas

Dec 2013