

Anne Bonner

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Accomplished content strategist, writer, and editor with a proven track record of success. I help companies create content and content marketing strategies, develop and define brand voice and tone, build documentation, drive SEO, and manage social media.

Experience

TECHNICAL CONTENT MARKETING MANAGER, FLATFILE (REMOTE) – 2023-2024

As Flatfile's first technical content marketing manager, I developed, owned, and executed the content strategy and editorial roadmap, amplifying Flatfile's brand narrative and bolstering its market presence. By implementing a comprehensive B2B SaaS content strategy, creating new content and editorial guidelines, building a new resource section, and enhancing SEO, I was able to rapidly increase page views by more than 150%. I also built landing pages, developed newsletter and email content, collaborated on successful marketing campaigns, and contributed heavily to our organic social media strategy, significantly increasing impressions, engagements, and followers.

HEAD OF CONTRIBUTED CONTENT, VENTUREBEAT (REMOTE) – 2021-2023

During my tenure as the Head of Contributed Content at VentureBeat, I spearheaded the creation of a brand-new community section. This initiative attracted thousands of contributions from tech influencers and decision-makers, fostering a sense of inclusivity and engagement. DataDecisionMakers had a significant business impact, generating millions of views and engaging our target audience in new and effective ways.

DEPUTY EDITOR, TOWARDS DATA SCIENCE (REMOTE) – 2019-2021

As the Deputy Editor at Towards Data Science, I played a pivotal role in more than doubling the readership to over 20 million views per month. I created and developed new content and guidelines, established and enforced brand voice and tone, ran a rigorous quality review program for current and past articles, drove social media engagement, improved our existing documentation, trained staff, and created internal and customer-facing documentation.

CEO AND FOUNDER, CONTENT SIMPLICITY; GUALALA, CA – 2017-2020

At Content Simplicity, I created and edited content and built marketing campaigns; worked with businesses to edit thousands of articles every month; provided on-brand writing, editing, and content marketing services; and created clear and engaging blog posts, tutorials, guides, newsletters, whitepapers, emails, social posts, and documentation.

Education

B.A. in Cultural Studies and Comparative Literature, University of Minnesota

Nanodegrees in machine learning and business intelligence, Udacity – 2018, 2020