

# 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