

KENDRA STAGGS

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WORK EXPERIENCE

MASTERCARD, Denver (November 2022 - present)

Copywriter, B2B and Consumer Marketing, Mastercard Creative Studio (January 2024-present)

- Responsible for working with product teams to develop foundational sales materials that enable the sales team to understand and consistently pitch the product using customer-first messaging
- Responsible for writing clear, concise product/capability messaging for webpages, email campaigns, Ceros demos, and events
- Crafted video scripts to simplify complex B2B and B2C products for the audience including: [Smart Leads](#) and [Mastercard Crypto](#)
- Developed video scripts for Mastercard town hall promotional employee video
- Wrote video script for [promotional video](#) for the Mastercard Artist Accelerator Program in partnership with Live Nation
- Work closely with Product and Engineering to create interactive product demos with Ceros
- Create copy/ descriptions for Priceless Experiences on Priceless.com

Product Marketing Manager (November 2022- December 2023)

- Develop messaging frameworks for Mastercard's Cyber & Intelligence products
- Create sales enablement materials including pitch decks, whitepapers, battle cards, and FAQs to ensure sales is well-equipped for prospect meetings
- Work closely with research firms and analysts to stay on top of latest security trends and provide input from Mastercard for upcoming reports
- Project manage the development of interactive product demos to showcase Mastercard's suite of intelligence solutions at industry events

FOCUS PR & MARKETING

Copywriter (November 2023- present)

- Develop [content](#) including blog posts, articles, newsletters, and social media posts to increase awareness and educate around nonprofit Griffith Centers' mental health and behavioral services
- Create a media kit showcasing the organization's strengths, mission, and impact its work has had on Colorado communities
- Create [sales-driven and educational content](#) for Sensible Heating & Cooling
- Promote the Coalition Against Global Genocide's new podcast series, "Never Again," through educational [blog content](#) highlighting cultural appreciation months for various ethnic groups and the history behind them

BELUGA, San Francisco (May 2023 - November 2023)

Freelance Copy Editor

- Leveraged AP Style to review, proofread, and edit hundreds of cryptocurrency-related articles for [Beluga's content department/ segment of its website](#)
- Humanized content to reduce heavy reliance by writers on AI, checked for accuracy, and optimized all content for SEO

SALT LENDING, Denver (August 2022 - November 2022)

Freelance Product Marketing Writer

- Work with the product team and PR agency to develop press releases and go-to-market messaging for product launches and milestone announcements
- Create product messaging and materials for the launch of SALT's affiliate program with a focus on affiliate personas; identify and promote the benefits of their participation and highlight the value propositions of SALT's products for affiliates and their networks
- Write product blog posts and web copy optimized for SEO to improve SALT's ranking for keywords and encourage engagement among SALT's customer base; write with a sales-driven approach and include clear CTAs that map back to the company's KPIs
- Develop email communications for SALT customers and shareholders regarding company news, changes, and product updates
- Review and edit blog posts provided by SALT's digital marketing agency to ensure quality and consistency with the SALT brand

GOING (formerly SCOTT'S CHEAP FLIGHTS), San Francisco (November 2021- August 2022)

Freelance Product Marketer/Writer

- Responsible for driving the direction of each campaign; conducted research and presented copy/messaging concepts to the SCF team based on customer personas, needs, and pain points; following buy-in, worked independently in Figma and Notion to build out the landing page sections and copy before submitting to the design team
- Worked closely with creative director and sales team to build landing pages and emails with a focus on sales-driven product copy that highlights SCF's value propositions for customers in an effort to increase sign-ups, membership upgrades and gift card purchases; worked across five different campaigns that resulted in a total of **\$300K in revenue** and more than **30K new sign-ups**
- Worked directly with the product and sales teams to provide in-app copy for the company's upcoming launch of its mobile app, as well as scripts for SCF podcast ads and marketing videos
- Developed video scripts and social copy in collaboration with SCF's animator to create social media content and marketing videos that showcase the brand and the company's value propositions
- Conducted research and created concepts and messaging ideas for SCF's social media team to help grow the social channels and stay relevant across an array of demographics

SALT LENDING, Denver, CO (August 2018- July 2022))

Director, Product Marketing and Content (April 2020- July 2022)

- Created and managed product marketing content at each stage of the sales funnel including narratives, blog posts, product video demos, website content, use cases, personas, talk tracks and messaging of value propositions
- Worked with product designers to develop target segments, define personas, and identify customer and positioning opportunities by leveraging data, insights, and customer testimonials
- Responsible for creating go-to-market messaging that showcased the product's value propositions based on customer personas; conducted research to understand and implement consideration of SALT's competitive differentiators, market problems, customer needs, and pain points; tested message efficacy and adjusted accordingly
- Managed product positioning through storytelling and message creation; created copy that makes complex technology easily digestible for SALT's sales team and prospects by highlighting the value propositions and benefits of SALT's products
- Worked with product designers to map and document buyer journey, understand the user flow, and develop in-app and web copy that allows for a positive user experience and clear understanding of SALT's products among internal teams
- Named SALT's **StackWise product** and worked closely with the product, marketing, and sales teams to develop a launch strategy; managed product positioning and narrative and worked with SALT's creative agency to develop branding and messaging for the new product, ensuring it had its own look and feel, yet was still cohesive with the parent brand
- Developed and maintained messaging guides that provided guidance around key messages/value propositions, tone, and style to ensure internal teams were equipped with clear, concise, and on-brand messages that helped them sell SALT's products and services to existing and potential customers
- Worked closely with the product, marketing, and sales teams to develop product launch strategies, identify objectives, and define metrics to use in evaluating the overall effectiveness and success of the launch; compiled reports on what worked/what didn't for the company and its board members
- Responsible for owning product positioning and product narratives to develop product messaging for SALT's loan, sales, and customer support teams to ensure consistency with the brand across all teams
- Managed SALT's Content Hub, strategy, and content agency; ensured implementation of content best practices with an additional focus on SEO; produced a wealth of content including videos, infographics, campaign landing pages, ads, informational one-pagers for new and existing clients, and images for social and blog content; implemented a system for measuring effectiveness of content including setting and tracking KPIs
- Managed all of SALT's announcement channels and worked closely with the digital marketing manager, engineering team, product managers, and UX/UI designers to develop and execute marketing campaigns and go-to-market / launch strategies for new and existing products
- Worked closely with the chief product officer and content agency to update the SALT brand and shift to a product-focused and data-driven mindset when developing content; leveraged company, customer, and industry data to create compelling [marketing videos](#), [infographics](#), and [tutorials](#) designed to educate and inform customers and potential customers
- Worked closely with creative director to develop a multi-faceted sticker campaign including landing pages (using Figma), stickers, and QR codes to simultaneously generate leads for the loan team and demand for the SALT Card waitlist resulting in a **conversion rate of 12%**
- Worked closely with the executive and legal teams to get sign off on content/concepts as well as assist in drafting and editing press releases, pitch decks, legal forms, shareholder updates, and internal communications
- Developed messaging, landing pages and launch strategy for the SALT Card and drafted ad copy and concepts for Brave, Coinzilla, Google, and Reddit advertising; efforts resulted in more than 5K waitlist signups in two months
- Worked closely with SALT's CEO to develop the brand's new mission, vision, and core values
- Worked closely with the executive team and legal counsel to draft SALT's Form 10 and maintain communication with investors and keep them informed of company milestones, key data points, goals, and strategy
- Managed SALT's digital marketing manager and oversaw all email and ad campaigns to ensure SALT was properly targeting potential customers through multiple touch points

Marketing & Communications Manager (August 2018 – April 2020)

- Responsible for all [external communications](#) and public relations with a focus on shifting public perception of SALT and the crypto industry; secured more than **25 pieces** of media coverage in outlets including The Block Crypto, Dash News, Bloomberg, Coindesk, CryptoBriefing, Finance Magnates, and Bitcoin Magazine, among others ([examples here](#))
- Strategically worked with media to drive awareness of SALT as the first company to offer loans backed by Dash masternodes, which resulted in Dash becoming the **second largest collateral** used within a month of the announcement
- Coordinated onsite media interviews for SALT executives at industry events including Consensus, Crypto Invest Summit, Bitcoin 2019, and Ethereum Denver
- Developed communications strategy for all company announcements and updates; work directly with crypto industry partners including NODE40, Paxos, Aon, and TrustToken on joint marketing efforts and cross-promotion
- Developed brand voice and oversee web content creation and marketing collateral development to ensure messaging is on brand and accurately conveys SALT's value proposition
- Produced "Worth Your SALT" video series featuring thought-provoking interviews with crypto pioneers
- Drafted video script for SALT's [newest video explaining the company's lending platform](#), differentiators, and security practices
- Used research and available data to create SEO and advertising strategies to grow awareness and visibility of SALT among the crypto community
- Managed vendor relationships including advertising partners and PR, marketing, video production, and event companies

HIGHWIRE PUBLIC RELATIONS, San Francisco, CA (January 2018 – June 2018) (Highwire acquired Inner Circle Labs on Jan. 3, 2018)

Senior Account Executive (January 2018 – June 2018)

INNER CIRCLE LABS, San Francisco, CA (January 2017 – January 2018)

Manager (January 2017- January 2018)

EDELMAN PUBLIC RELATIONS, San Francisco, CA (November 2011 – November 2016)

Senior Account Executive (August 2015 – November 2016)

Account Executive (August 2014 – August 2015)

Assistant Account Executive (February 2012 – August 2014)

Public Relations Intern (November 2011 – February 2012)

EDUCATION/LEADERSHIP:

IMPACT DENVER GRADUATE, Denver, CO (June 2019)

UNIVERSITY OF CALIFORNIA, DAVIS, Davis, CA (June 2011)

- Bachelor of Arts in English and communication, history minor
- Participant in Education Abroad Program, University of Kent at Canterbury, United Kingdom