

Ed Youngblood

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CONTENT STRATEGY and DIGITAL MARKETING DIRECTOR

SUMMARY

Senior business-to-business (B2B) technology marketing and communications veteran. Expertise in strategic and tactical execution of messaging, content, programs and digital processes. Posses an uncommon understanding of the intersection of technology and people – your digital audience - and how to sustainably reach, persuade and engage them. Able to translate engineer-speak into succinct, audience-focused value messages, combined with the ability to optimize marketing operations, technologies, data and customer experiences to grow brand and revenue.

Specialties:

Content strategy, brand management, creative direction, communications, video, social media, digital user experiences, nurture campaigns, inbound marketing, outbound marketing, digital engagement

PROFESSIONAL EXPERIENCE

Alcatel-Lucent Enterprise (ALE)

2000 - 2017

~1,500 employees; ALE delivers networking and communications technologies that connect people, processes and customers.

Director, Content Strategy (2013 – 2017)

- Created new ALE brand messaging and positioning - “Where Everything Connects” - passionately embraced by sales teams for simplicity and relevance to customers.
- Engineered information architecture and content delivery automation process that reduces operational man-hours by ~40%, and automates digital content access with structured buyer journeys.
- As “Editor-in-chief,” documented first inclusive content strategy and editorial plan supporting marketing programs, social media and campaigns.
- Authored the “most viewed” and shared blogs as thought leadership content program director, targeting early and late stage technology influencers and decision-makers.
- Defined and documented formal buyer personas, enabling structured audience engagement strategies used to guide and measure content relevance, communications and social media planning and execution.

Director, Multimedia and Strategy (2011 - 2013)

- Established and managed first dedicated digital multimedia marketing group within ALE, focused on top of funnel awareness and education.
- Produced award-winning series of brand videos positioning ALE business units and key product launches.
- Defined and documented video guidelines for marketing and product units

Director, Web Strategy (2007 - 2011)

- Increased web traffic >600% and achieved Google rank of 7 within six months of new public website redesign and launch.
 - Led team in redesign of Alcatel-Lucent Enterprise public web site with heavy emphasis on content, context, presentation and metrics
 - Introduced streamed video into content mix.
 - Key contributor to definition and requirements of business partner extranet.

Marketing Manager (2000 - 2006)

- Led marketing group in ongoing sales support programs, product content, and email campaigns.
- Led special projects team for CEO, VP Marketing.
- Messaging and content design for two distinct business units

NOTABLE AWARDS & RECOGNITION

Excellence in Enterprise Video Award, Interactive Media Strategies

Thought Leader Award, Frost & Sullivan Marketing World

CLIO Award Finalist, Television commercials, Graphics

CLIO Award Finalist, Television commercials, Graphics

EDUCATION & CERTIFICATIONS

California State University, Northridge

Pre-Law, Marketing

Google Analytics certification (in progress)

Specialties:

Content strategy, content - all media, blogs, video, communications, social media, information architecture, SEO, creative direction, inbound and outbound marketing, digital user experience.