

Nick Ehrenberg

CONTENT CONSULTANT

Profile

I love to tell stories. Storytelling is a fundamentally human experience -- and it plays well with content marketing. When it comes to effective B2B storytelling, it's not about shrinking the story to fit within limits. Rather, it's about using social and marketing tools to make the story bigger.

Employment History

Content Consultant, Corporate Visions, Remote

JANUARY 2022 – FEBRUARY 2023

- Write engaging, conversational sales and marketing messaging
- Capture and filter input (during and after workshop) to find the best, most on-point and memorable story
- Create deliverables that compel customers to act, resonate with salespeople, and change the trajectory for markets and companies
- Work with clients through the editing and design process until deliverables are final
- Be an effective in-room facilitation partner
- Collaborate constructively with facilitators throughout the two-day workshop, provide input and work together to identify and develop the story

Manager, Content and Social Media, Calabrio, Minneapolis

JANUARY 2020 – JANUARY 2022

- Responsible for the overall execution of a content and social program that fueled Calabrio's thought leadership and demand generation efforts
- Built strategy for, then developed, maintained, published and tracked content to attract prospective customers and keeps them moving through the sales funnel
- Defined vision, priorities, roadmap and execution of content projects against specific Calabrio focus areas and KPIs
- Provided editorial oversight of blogs, case studies, eBooks, white papers, infographics, presentations and product literature for use across channels and personas

B2B Content Writer/Strategist, U.S. Bank, Minneapolis

JANUARY 2017 – JANUARY 2020

- Developed content marketing for U.S. Bank's middle market and large corporate customer segments. Responsibilities included driving lead generation and positioning U.S. Bank as a thought leader in the B2B space.
- Ensured that content was aligned with the brand's content strategy for the segment, as well as with corporate brand and messaging guidelines.

Education

Master of Arts, Concordia University, St. Paul

AUGUST 2011 – AUGUST 2013

Bachelor of Arts, Drake University, Des Moines

AUGUST 2003 – MAY 2007

Details

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Links

[Personal Website](#)

Skills

Content Marketing

Content Writing

Content Creation

Editing

Content Strategy

Content Management Systems