mimecast

Content Marketing

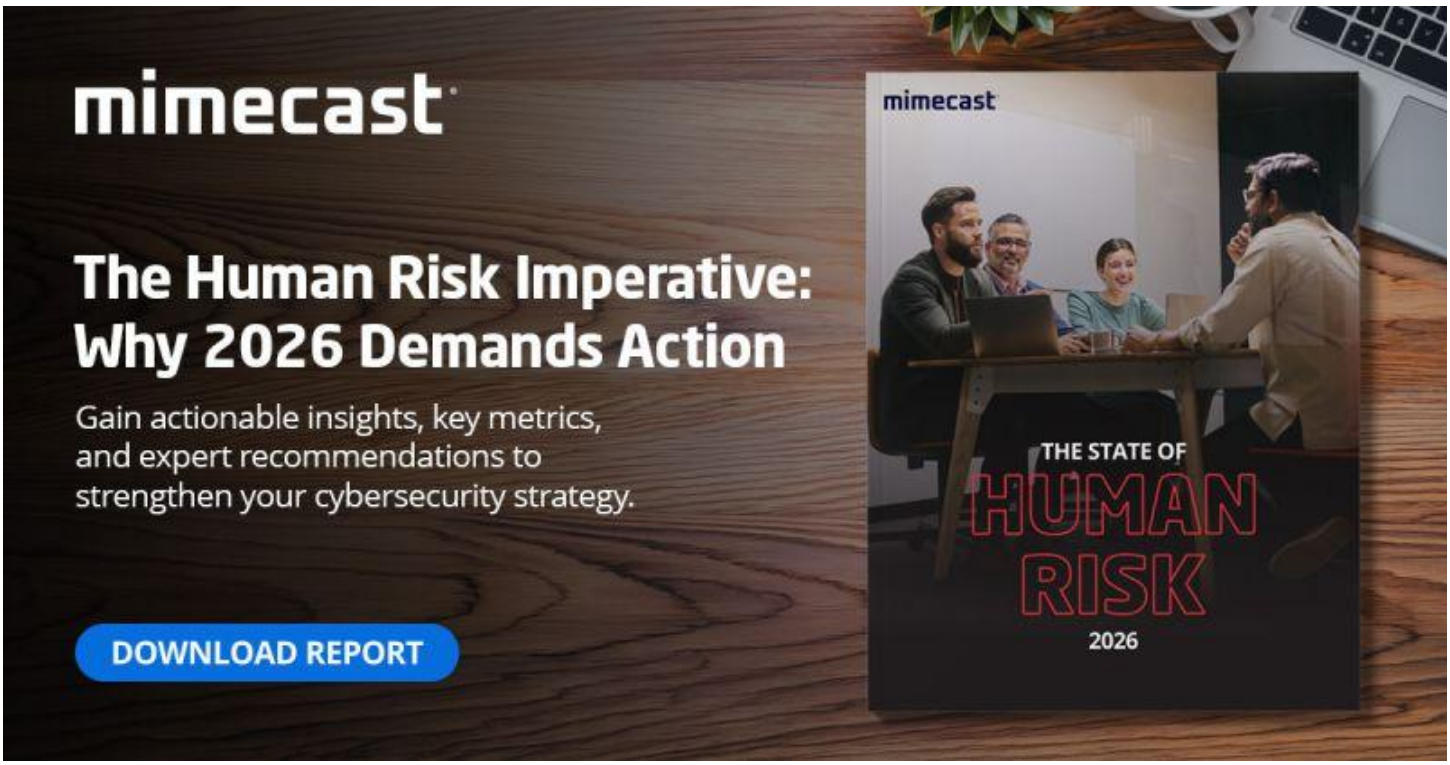
Creating content is a pointless endeavor if that content does not get in front of the right people, so in addition to creating content for many different uses throughout the organization, I was also tasked with a number of content marketing responsibilities. This entailed drafting website copy, copy for Seismic and other internal tools, blogs, emails, social media posts, internal social media promotion posts, third-party articles, and newsletter copy designed to promote new Mimecast thought leadership pieces, third-party analyst materials, and most other types of new content. These efforts were undertaken on behalf of both US-based and international teams.

The Mimecast Content team's mission is to not only create content, but to ensure that others within the organization know about all of the content that is available to them, and also to ensure that our content is being marketed properly to customers, prospects, and industry analysts.

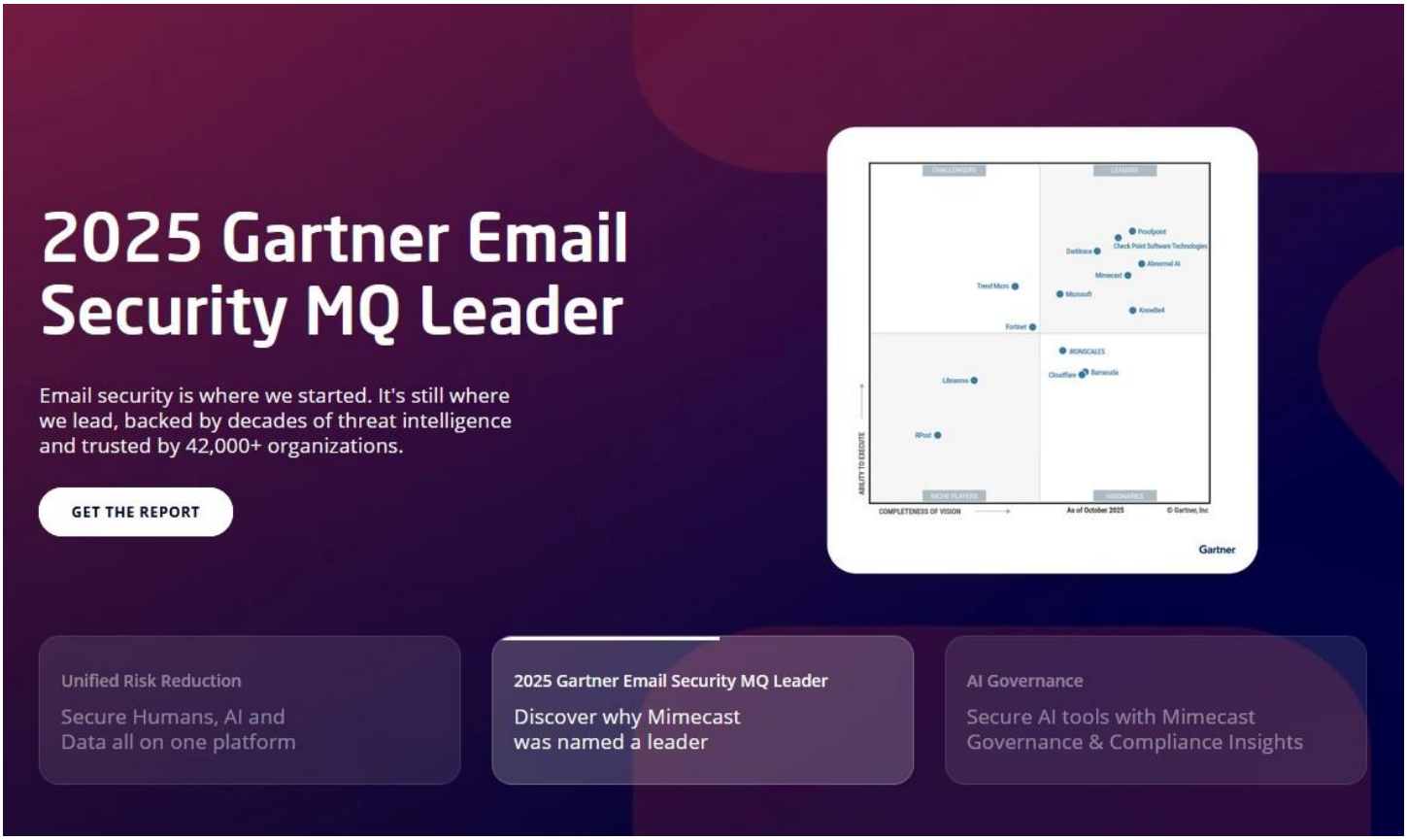
My content marketing tasks also include working with subject matter experts and marketing management, analyzing website data, absorbing and understanding current and planned go-to-market strategy and marketing campaigns, and providing written content marketing plans to support all of Mimecast's content marketing efforts.

This document contains a small sampling of the content marketing pieces I am tasked with creating as part of the content marketing campaigns I manage.

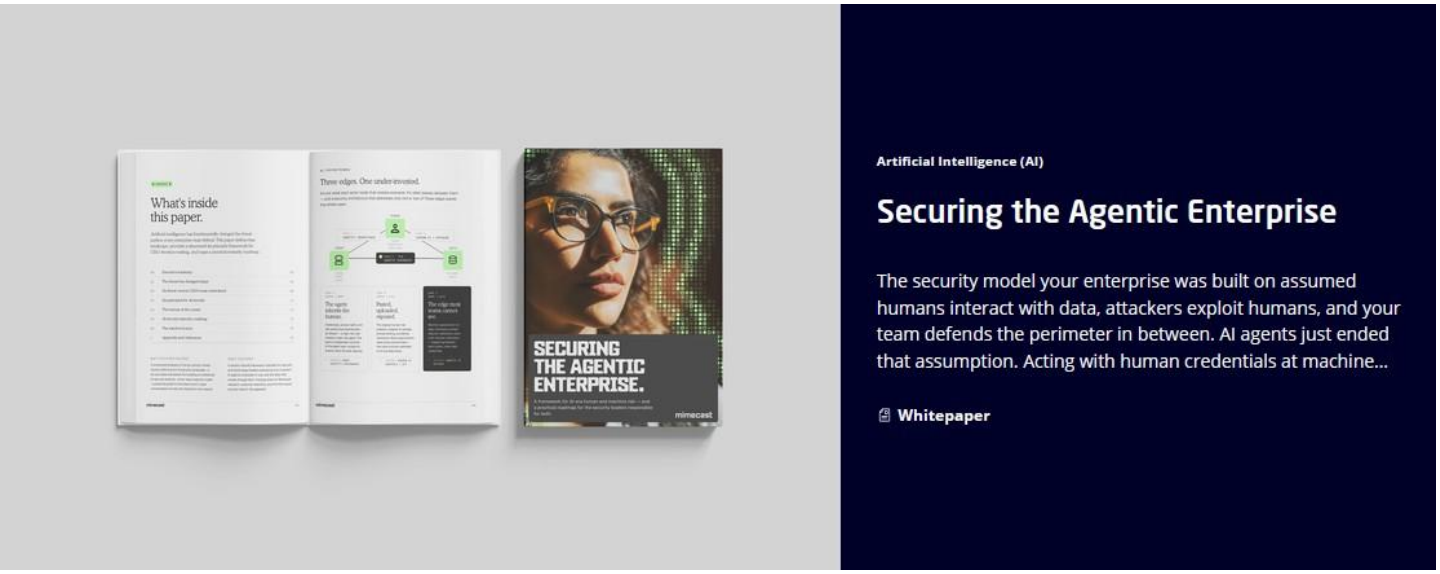
This is a LinkedIn banner ad I was tasked with working into our overall content marketing planning and strategy, writing the copy for, managing through to production, and posting both internally and externally. It highlights the emerging threat of human risk and encourages the reader to download Mimecast's The State of Human Risk 2026 report to learn more.



This is a website home page banner that I was tasked with working into our overall content marketing planning and strategy, writing the copy for, managing through to production, and working with the IT team to post. It highlights Mimecast's appearance on the 2025 Gartner Email Security Magic Quadrant and encourages the reader to download the full report.



This is a promotional banner I was tasked with working into our overall content marketing planning and strategy, writing the copy for, managing through to production, and posting both internally and externally. It highlights one of Mimecast's thought leadership pieces, enticing the reader to download and read the whitepaper on how their organization can secure themselves against the rise in the use of agentic AI by cybercriminals and either malicious or unsuspecting team members.



This is a social media post with promotional images that I was tasked with working into our overall content marketing planning and strategy, writing the copy for, managing through to production, and posting both internally and externally. It highlights the release of Mimecast's The State of Human Risk 2026 report, providing some teasers and then encouraging the reader to download and read the full report.

Mimecast
6mo • Edited

For the first time, malicious insider incidents are rising at the same rate as accidental ones. 42% vs 42%.

That's just one of 5 critical gaps defining cybersecurity in 2026, uncovered in our 2026 State of Human Risk Report, surveying thousands of IT security decision makers.

Swipe to see what they told us. Download the full report here: https://lnkd.in/e7E_e9jC





This is a social media post with a promotional image that I was tasked with working into our overall content marketing planning and strategy, writing the copy for, managing through to production, and posting both internally and externally. It highlights a new blog release on Mimecast's Cyber Resilience Insights blog, providing some teaser information on how shadow AI can impact organizations and entices the reader to go read the full blog.



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