

WILLIAM L. SAVASTANO

Cell Phone: (714) 397-2726 | Email: williamsavastano@gmail.com | Residence: Aliso Viejo, California

Business-minded, versatile, and creative content creator and manager with over 20 years' experience, including printed and digital materials, UX/UI, websites, events, strategy, campaigns, platform and process implementation and management, and extensive experience in implementing, using, and training AI tools.

Mimecast • AI-Based Cybersecurity Software • Lexington, MA (Remote)
Managing Editor

2/2022 - Present

I create content for a range of organization needs. I also review and edit technical and marketing content created by internal and external teams to ensure proper grammar, messaging, and tone. In addition, I manage our department's relationships with those teams. I also manage the company's blog on a daily basis, fielding and soliciting blog content, refreshing or retiring existing content, as well as writing and editing all new blog content. Most recently, I was heavily involved with the strategy behind and deployment of Claude as the company's go-to AI tool for the marketing team.

- ◆ Ensure consistent messaging and professional image through careful and concise creation and editing of content.
- ◆ Further brand recognition and promote Mimecast as an industry leader by shaping the voice and tone of content, including the Mimecast Cyber Insights blog and annual State of Human Risk report.
- ◆ Spearhead the introduction of AI writing tools into the content creation process, providing materials for AI training, developing reusable AI prompts, and assisting marketing leadership in planning and strategy for implementation.
- ◆ Assist in high profile product launches, customer pursuits, as well as product and service delivery through editing and review of customer documentation for key accounts, UX/UI copy and designs, and website copy and designs, including website content strategy.
- ◆ Foster cross-functional collaboration by working closely with members of the company's marketing, executive, consulting services, threat intelligence, recruiting, human resources, and product design and marketing teams.
- ◆ Drive marketing initiatives and campaigns through delivery of needed content while working under high-pressure timelines and fluctuating deliverables – all while maintaining composure and keeping projects on track.
- ◆ Ensure all marketing content is current and meets the needs of our growing organization through quarterly reviews of existing sales and marketing assets.

Cylance / BlackBerry • AI-Based Cybersecurity Software • Irvine, CA (Hybrid)
Managing Editor

9/2015 - 2/2022

As a part of a larger creative team, I led the company's content creation efforts, helping to shape voice, style, and messaging guides. I created content for a variety of marketing and product needs. In addition, I reviewed and edited technical and marketing content created by teams throughout the organization to ensure proper grammar, messaging, and tone.

- ◆ Created consistency through development and continual maintenance of messaging guidelines, which included standard descriptions of the company, products, and services, as well as proper use of terms and style.
- ◆ Furthered brand recognition and promoted Cylance and BlackBerry as industry leaders by shaping the voice and tone of content for both brands.
- ◆ Ensured consistent messaging and professional image through careful and concise creation and editing of content.
- ◆ Assisted in high profile product launches, customer pursuits, as well as product and service delivery through editing and review of customer documentation for key accounts, UX/UI copy and designs, and website copy and designs, including website content strategy.
- ◆ Fostered cross-functional collaboration through working closely with other members of the marketing team, as well as members of the consulting services team, recruiting team, human resources, and product design and marketing teams.
- ◆ Drove marketing initiatives and campaigns through delivery of needed content while fielding pressure-cooker timelines and shifting deliverables.
- ◆ Conducted semi-annual reviews of all marketing content to ensure it was up-to-date and still met the needs of sales and marketing teams.

Marketing Technical Writer

I split my time between content creation for marketing projects and writing for the product team.

- ◆ Improved clarity through unified company messaging and voice, developing concise messaging guidelines as well as physical and digital marketing content.
- ◆ Drove new leads with clear, concise whitepapers, brochures, website copy, emails, and other marketing content.
- ◆ Created awareness through blog posts and bylined articles published both by the company as well as the company's network of partners.
- ◆ Reached a broader audience through development and launch of new social media strategy.
- ◆ Increased customer satisfaction by continually improving UX/UI copy, giving input on UX/UI design, and creating and editing content for the company's product support knowledge base.
- ◆ Supported company rebranding campaign and website redesign efforts through strategy input and content creation.
- ◆ Assisted with PR initiatives through press release creation and distribution as well as SEC filings review.

Copywriter & Marketing Communications Manager

Hired as the company's first dedicated content creator, I was later promoted to manage all marketing communications.

- ◆ Increased revenue and department visibility by working closely with software development managers and product owners to create technical documentation and content including whitepapers, software manuals, UX/UI copy, knowledge base copy, brochures, trade show materials, marketing content, proposals, case studies, press releases, blog posts, social media posts, website copy, newsletters, and marketing emails.
- ◆ Improved quality and marketing department response times by working closely with software engineers to translate highly technical information into client-focused content.
- ◆ Reduced wasted time and efforts by developing and implementing companywide planning, process, delivery, and reporting for creative services for IT Consulting business and numerous other business lines and subsidiaries.

Further career achievements, history, endorsements, and recommendations can be easily furnished upon request.

EXPERIENCE & ACCOMPLISHMENTS

Business Experience

- ✓ Over 20 years of business experience across multiple industries
- ✓ History of working closely with all enterprise role levels and company sizes
- ✓ Extensive experience with content strategy, planning, and utilization
- ✓ Breadth of knowledge in using AI writing and writing management tools like Claude, Jasper, and You.com to increase productivity in marketing as well as other departments organization-wide
- ✓ Vast experience using Adobe Creative Suite, Confluence, Content Hub, EveryoneSocial, Figma, Google Docs, Highspot, HootSuite, HubSpot, Jira, Microsoft Office Suite, Miro, Monday.com, Salesforce, Seismic, Sitecore, Smartsheet, Sound Forge, and Vegas
- ✓ Strong communication, interpersonal, and other vital collaborative skills
- ✓ Accustomed to fast-paced working environments
- ✓ Strong organizational skills to make the most efficient use of time and resources
- ✓ Well-versed in content creation, design, blogging, social media, and enterprise collaboration platforms

Management Experience & Education

- ✓ Extensive experience managing creative departments, project teams, marketing campaigns, graphic design, websites, and content and collateral creation
- ✓ Trained in project management and agile software development
- ✓ Trained in creative services management at the Gnomon School of Visual Effects in Hollywood, California
- ✓ Trained in writing and journalism at Orange Coast College in Costa Mesa, California, where I also served as a staff writer for the Coast Report newspaper