

CRAIG DENNIS

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TECHNICAL SKILLS & TOOLING

Content Strategy & Execution

Editorial planning · Keyword research · Blog management · Case studies · Research reports

SEO & Optimization

Ahrefs · SurferSEO · Clearscope · Google Search Console · GA4

Content Operations

WordPress · Sanity · HubSpot · Notion · Asana

CONTENT MARKETING MANAGER | SEO & RESEARCH-LED DEMAND GENERATION

Content marketer experienced in building and executing SEO-driven campaigns, research-led lead generation programs, and high-conversion case studies for B2B SaaS. Scaled organic traffic from ~30k to 110k+ monthly visits and generated 600+ leads from a single research campaign. Strong cross-functional collaborator partnering with product, sales, and engineering to deliver measurable content impact.

WORK EXPERIENCE

Content Marketer – Hightouch (Remote)

2022 - Present

- Owned and executed SEO-driven content roadmap across AI, CDP, and lifecycle marketing categories.
- Scaled organic traffic from ~30k to 110k+ monthly visits through structured keyword targeting and consistent blog publishing.
- Built and launched bottom-funnel FAQ and product-focused content to capture high-intent search demand.
- Generated 600+ leads from a proprietary research report, coordinating distribution with LinkedIn and SDR teams.
- Produced customer case studies and sales enablement content in collaboration with product marketing and sales.
- Managed content refresh cycles to maintain rankings and improve performance across priority pages.
- Partnered with SMEs and engineering to ensure technical accuracy and clarity in published content.

SEO Content Consultant – Dennis Marketing

2021 - Present

- Produced long-form SEO content for B2B SaaS brands including Userpilot, DataStax, and Global Payments.
- Conducted keyword research and optimized content using SurferSEO and Clearscope to improve search performance.
- Wrote developer-focused technical content in collaboration with engineering stakeholders.
- Implemented structured editorial workflows to improve content quality and reduce revision cycles.