

ASRAH NATALIE MOHAMMED

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B2B content marketing leader with 8+ years of experience building and executing full marketing functions from the ground up. Proven track record translating complex technology into stories that drive measurable pipeline and revenue growth. Deep experience across content strategy, demand generation, product marketing, sales enablement, and PR in AI/tech, healthcare, and B2B SaaS environments. Active practitioner in AI Overview Optimization (AIO) and Answer Engine Optimization (AEO). Known for rapid execution, cross-functional collaboration, and making technical products clear and compelling for the audiences that matter.

PROFESSIONAL EXPERIENCE

AIO/AEO Consultant & Freelance Content Producer

Independent Practice • November 2025 – Present

- Provide AI Overview Optimization (AIO) and Answer Engine Optimization (AEO) consulting for B2B clients, including content audits, structured data strategy, and content reformatting for AI-driven search surfaces.
- Ghostwrite SEO and AEO-optimized content for professional services clients, applying keyword strategy and AI-readability best practices.

Produce lead-generation landing pages for HubSpot's Monetization team, assembling editorial content into modular web templates using HubSpot's CMS.

Sr. Content Manager (Promoted from Marketing Manager)

Waymark (Remote) • August 2022 – November 2025

Generative AI video platform enabling media sales teams at mid-market and enterprise firms to create personalized commercial content at scale. Series A startup; sole internal marketer managing a distributed contractor team.

- Drove 100%+ YOY revenue growth by building and executing a full content marketing strategy as the company's sole internal marketer.
- Generated 130 directly attributed leads through interactive product demos with 62,000+ total views and a 64% engagement rate; 26% of engaged viewers converted to qualified leads.
- Reached 692 SQLs via a single product launch webinar with 910 registered attendees, owning end-to-end execution: scripting, production, email campaigns, client-facing collateral, and post-event content repurposing across blog, social, and sales enablement channels.
- Owned organic and paid social strategy, achieving 1.4% LinkedIn Ads CTR (vs. 0.44–0.65% industry average) at \$1.93 CPC; managed LinkedIn content calendar, tested new formats, and repurposed long-form content into social-native assets.
- Orchestrated PR results attributed as the primary inbound lead source for 2022–H1 2023, securing earned media in Adweek, AdAge, Variety, Forbes, Financial Times, and HubSpot; led award strategy resulting in Inc. 5000, G2 Category Leader, Digiday Awards Finalist, and AI Breakthrough Awards Winner.
- Developed and executed customer advocacy campaigns including the case study program that produced Waymark's first enterprise case studies and G2 review strategy that achieved category leadership across multiple verticals
- Built complete sales enablement library including product demos, vertical-specific collateral, pitch decks, objection-handling guides, and customer success documentation.
- Managed distributed contractor team including PR agency, Webflow developer, HubSpot ops consultant, freelance writers, and paid media specialist, coordinating all external work as the internal strategic lead.
- Produced short-form video content for social media using Descript; repurposed webinar, demo, and event footage into clips, highlight reels, and social-ready assets.
- Built complete RevOps content infrastructure including HubSpot setup and automation, PandaDoc workflows, Webflow site management, and marketing attribution reporting.
- Implemented comprehensive SEO improvements including keyword-focused landing pages, site structure improvements, and off-page tactics through press engagement and backlink development.

Marketing & Communications Manager

IntegrityM • September 2019 – August 2022

Healthcare fraud detection and compliance solutions for Medicare and Medicaid programs, serving private, federal, and state government clients. B2B healthcare services and technology.

- Reduced digital marketing costs by 75% while simultaneously increasing industry recognition by 400% through a formal award submission strategy built from scratch.

- Created technical content for healthcare fraud detection software, including documentation, training materials, case studies, and sales collateral, translating a highly complex, compliance-sensitive product for non-technical buyers in the Medicare and Medicaid payor space.
- Led and managed external contractors including website development team and marketing consulting firm, directing all work against strategic goals.
- Led complete branding initiative for new subsidiary staffing company, including messaging framework, style guide, and full digital presence refresh.
- Pioneered video-based team onboarding system and established data-driven approach to internal communications through employee engagement surveys.

Manager, Communications & Public Policy

Brand USA · December 2017 – September 2019

Destination marketing organization for the United States, operating as a public-private partnership to promote international travel. Multi-stakeholder B2B environment spanning government, industry, and nonprofit sectors.

- Produced a six-figure B2B video series filmed on-location across multiple states with a professional film crew and industry executives; owned scripting, multi-state production logistics, post-production oversight, and publication.
- Managed B2B communication strategies and corporate PR campaigns for a complex, multi-stakeholder organization.
- Led cross-functional project teams to create executive-level messaging and strategic communications across government, industry, and nonprofit audiences.
- Developed and maintained stakeholder relationships across complex organizational structure; managed Salesforce-based payment workflows and compliance processes.

CORE SKILLS & TOOLS

- **Content & Demand Generation:** Blog posts, whitepapers, case studies, email campaigns, lead magnets, video scripts, interactive demos, newsletters, social-native content, sales collateral
- **SEO & AEO:** On-page and off-page SEO, keyword strategy, AI Overview Optimization, Answer Engine Optimization, structured data, content optimization for AI-driven search
- **Product Marketing:** Feature launches, webinar production, sales enablement, go-to-market execution, messaging frameworks, competitive positioning
- **Social Media:** LinkedIn organic and paid strategy, content calendar management, format experimentation, content repurposing for social
- **Video & Multimedia:** Short-form video editing (Descript), webinar production, demo creation, on-location production management, content repurposing from long-form to social-ready clips
- **Analytics & Attribution:** Content performance tracking, pipeline reporting, GA4, HubSpot, LinkedIn Ads
- **PR & Brand:** Media relations, award strategy, earned media, executive communications, brand development
- **Tools:** HubSpot, Webflow, Canva, PandaDoc, GA4, Descript, Runway, Claude, ChatGPT, Perplexity Pro, WordPress
- **Contractor & Freelancer Management:** PR agencies, freelance writers, web developers, paid media specialists, marketing ops consultants

EDUCATION

American University | MA, International Affairs: Global Governance, Politics & Security (2015)

University of Pennsylvania | BA, Psychology; Minors: Hispanic Studies and English (2012)