

Tony Huynh

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Summary

Content strategist and brand copywriter with 7+ years building B2B and SaaS content across the funnel and owning voice. Turns complex, technical topics into stories that move people, from first touch to conversion.

Skills: Brand voice & tone guidelines · GTM messaging · Content marketing · Editorial review · Demand generation · SEO · Cross-functional Collaboration · Content optimization · B2B Buyer Personas · Analytics

Tools: HubSpot · CMS · ChatGPT · Google Analytics · SEMrush · Iterable · Jira · Asana · Monday · Claude

Experience

Senior Writer | Housecall Pro – Remote

March 2025 – Present (Current Role)

- Built a thought leadership campaign from original research that drove **10,700+** pageviews, **180+** MQLs (**1.86% CVR**), and coverage in **15+** outlets, including CNN and Kiplinger
- Wrote and managed blogs, website pages, email, social, ebooks, case studies, and guides supporting brand awareness and customer acquisition
- Worked with Product Marketing and subject matter experts to shape on-brand nurture content
- Turned complex product data into legally vetted messaging our claims team could stand behind
- Coordinated with Lifecycle, Social, and Paid to get content in front of the right audience

Senior Content Writer | Pacaso, Inc. – Remote

February 2022 – November 2024

- Worked directly with the CMO to build the messaging framework the marketing team wrote to company-wide, setting the tone and voice standard for the brand
- Owned content strategy and editorial planning for a major market expansion, leaning on storytelling and product education to drive a **40%** increase in monthly leads
- Used engagement and conversion data to sharpen messaging and CTAs, landing a 2× lift in conversion
- Acted as final editor on web and campaign copy, balancing stakeholder feedback with brand voice
- Worked with Marketing, Legal, and Product to shape go-to-market messaging
- Managed the editorial calendar and built workflows for multi-channel content distribution

Senior Content Marketing Specialist | Miva, Inc. – San Diego, CA

September 2019 – February 2022

- Wrote demand-gen content for B2B tech buyer personas, contributing to about **25%** of leads
- Helped drive SEO improvements that boosted search rankings, traffic quality, and funnel entry points
- Used audience insights, competitive research, and engagement data to sharpen content strategy and improve results downstream
- Wrote customer success stories that showed real product impact and backed up sales conversations

Content Marketing Specialist | Siege Media – San Diego, CA

March 2018 – September 2019

- Grew a client's organic traffic by **838%** and landed **10+** Page 1 rankings through SEO content

Education

Bachelor of Arts, Communication (cum laude) | University of California, San Diego