

Tony Huynh

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Summary

Content Marketing Strategist with **7+ years** building content systems, editorial programs, and integrated marketing campaigns across B2B SaaS—including field service management software. Experienced in owning content roadmaps, designing AI-assisted workflows, developing customer story frameworks, and partnering cross-functionally with Sales, Product Marketing, and LCM to drive content performance and pipeline impact.

Skills

Content strategy · Editorial calendar ownership · AI-assisted content · Customer testimonials · Content governance · Integrated marketing campaigns · ABM content · Content repurposing · Technical storytelling · B2B & B2C messaging · Brand voice · Content performance analysis · AEO/SEO · Sales enablement

Software & Tools

HubSpot · WordPress · Contentful · Google Analytics · SEMrush · ChatGPT · Claude · Jira · Asana · Miro

Work Experience

Senior Writer | Housecall Pro – Remote March 2025 – Present

- Owned content roadmap and editorial calendar, aligning always-on production with campaign goals, lead generation priorities, and cross-functional brief-to-publish workflows
- Built AI-assisted content pipelines and repeatable workflows for drafting, research, repurposing, and improving content velocity across campaign formats
- Developed end-to-end system for a proprietary data campaign, generating **150+ MQLs**, **5K+ views**, and CNN.com coverage
- Produced customer case studies in partnership with Sales and aligned with ABM program priorities
- Audited feature page copy and drove a **5.95%** MQL CVR and **12.97%** form fill-to-enroll lift

Senior Content Writer | Pacaso, Inc. – Remote February 2022 – November 2024

- Collaborated with CMO to define messaging frameworks across three audiences for integrated marketing campaigns, contributing to a **40%** increase in monthly leads
- Led messaging hierarchy, structure, and user flow for a core page relaunch, resulting in a **2x** CVR boost
- Briefed and managed a freelance writer to extend content capacity while maintaining editorial quality

Senior Content Marketing Specialist | Miva, Inc. – San Diego, CA September 2019 – February 2022

- Developed and executed a full-funnel content strategy that contributed to a **25%** lead conversion rate
- Produced sales enablement content, including one-pagers, battle cards, FAQs, and demo scripts
- Owned the customer story process end-to-end from building the capture framework, interview structure, and modular content workflow for case studies distributed across sales and marketing

Content Marketing Specialist | Siege Media – San Diego, CA March 2018 – September 2019

- Increased a client's organic traffic by **838%** through building an SEO and link-building content plan and authoring **10+ articles** ranking on Google page 1

Education

B.A. in Communication, Minor in Business (cum laude)

University of California, San Diego