

ROCCO BRUDNO

Director of Content | Head of Content & Brand Marketing

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PROFESSIONAL SUMMARY

Content and brand marketing leader with 15+ years across B2B software-as-a-service (SaaS), technology, and cybersecurity. Owns revenue outcomes — \$20M+ in annual advertising revenue and 50% year-over-year growth for three consecutive years — and builds the teams and systems behind them. Pairs editorial craft with AI-enabled operations that cut production time without sacrificing quality.

KEY ACHIEVEMENTS

- \$20M+ in annual advertising revenue owned across paid and organic channels
- 50% year-over-year revenue growth for 3 consecutive years (\$10M → \$15M → \$20M)
- Content team scaled from 3 generalists to 18 specialists
- 150%+ average organic traffic growth across 27 B2B consulting clients

SKILLS

Content Strategy & Leadership: Editorial operations, team building & management (3→18), content governance, revenue/P&L ownership, thought leadership, primary research programs, sales enablement

SEO & Organic Growth: Search engine optimization (SEO) strategy, Ahrefs, SEMrush, Moz, ScreamingFrog, ClearScope, MarketMuse

AI & Automation: AI workflow design, Claude (Chat, Code, Cowork), ChatGPT, Perplexity, Gemini, Copilot, Anthropic Workbench

Analytics: Google Analytics (GA4), Google Search Console, Looker, Amplitude, Pardot, Datorama, Profound

CMS, CRM & Operations: HubSpot, Salesforce, WordPress, Shopify, StoryBlock, Clay, Apollo, Asana, ClickUp, Notion, Airtable, Smartsheet, Jira, Trello, Wrike

PROFESSIONAL EXPERIENCE

Advertising Operations Manager (Content & Monetization Leadership)

Jan 2025 – Present

Black & White Zebra — B2B media company, Denver, CO (remote)

- Own performance of \$20M+ in annual advertising revenue across pay-per-click (PPC) and non-PPC channels, driving consistent growth and diversification.
- Operationalized a monetization playbook across PPC, affiliates, display, and sponsored content to deliver \$1.2M in new revenue.
- Cut B2B provider review production from 1.5 hours to 6 minutes using AI workflows, improving speed-to-publish and consistency.
- Expanded revenue mix by 2% (\$160K) in 6 months via a pilot launch program.

Director of Content, Technology | Black & White Zebra

Aug 2022 – Jan 2025

- Scaled content team from 3 generalists to 18 specialists — research analysts, content managers, and advertising managers — with hiring rubrics, onboarding curriculum, and role definitions built from scratch.
- Grew revenue 50% year-over-year (YoY) for 3 consecutive years (\$10M 2023 → \$15M 2024 → \$20M 2025) by embedding Google product review guidelines into editorial workflows.
- Led editorial authority strategy and production of 1,000+ net new review products while managing 3,000 reviews annually, expanding offerings by 30%.
- Systematized workflows across 10 content formats, cutting production time by 12 days; increased pillar maintenance from 0% to 40% of team effort, improving resilience through algorithm shifts.
- Designed and ran a primary research program end-to-end — hired 3 analysts across vertical publications and built the evaluation methodology, producing 120+ software analyses, 5 comparative market reports, and 120+ recorded expert interviews.

- Established a working model for AI in research workflows — AI as investigation scaffolding with human judgment driving all evaluative output; original research drove 2–3x increases in on-page time.
- As publishing editor for a software testing publication, managed ~8 expert contributors and 150+ pieces; led a domain migration adding ~8,000 monthly organic visits in 6 months and grew the newsletter from ~1,500 to 4,500+ subscribers.

Content Consultant | Stagger Content Consulting

Jul 2010 – Present

Independent consultancy run concurrently with in-house roles

- Consulted with 27 B2B SaaS, technology, and cybersecurity clients on revenue-driven content and search engine optimization (SEO) strategies, increasing organic traffic 150%+ and improving lead quality and sales velocity.
- Produced 20+ white papers, 100 reviews, and 300 case studies that grew brand authority.
- Advised on development, launch, and optimization of ~40 websites — information architecture, on-page SEO, and conversion paths.
- Designed, recruited, and trained internal creative teams (writers, editors, subject matter experts), often handing off a fully operational content program.
- Redesigned a client's content intake and production system in Smartsheet, cutting production time ~65%, and led a URL restructuring that preserved SEO equity during site changes.

Content Team Lead | 434 Marketing

Nov 2021 – Jul 2022

B2B marketing agency

- Managed a team of 5 delivering SEO strategy across 8 active B2B mid-sized clients, lifting client domain health scores from ~40 to 90+.
- Built competitor and keyword playbooks that lifted organic conversions by double digits; implemented ClickUp for project visibility across all accounts.

Marketing Content Specialist | Coassemble

Feb 2020 – May 2021

e-Learning SaaS — Australia-headquartered, worked remotely from the US across international time zones

- Multi-channel content strategy grew unique monthly visitors from 1,000 to 4,500; SEO best practices increased page sessions 400% and drove 1,000% new-user growth on key pages.
- Launched a podcast program (10 episodes, 600+ listens) that increased lead generation by 15%; produced 6 eBooks generating 500+ qualified lead conversions.
- Reduced manual support tickets by 74% via automated chatflows.

B2B Content Writer | BombBomb

Jul 2019 – Jan 2020

Video messaging SaaS

- Produced 50+ case studies, 8 white papers, and 12 sales enablement guides; created repeatable frameworks that improved sales enablement adoption org-wide.

EDUCATION

B.A. in English Literature | University of South Florida | 2010–2012