

Jennifer K. Cloudt

Austin, TX | 210.478.1324 | jennifer.cloudt@gmail.com

WORK EXPERIENCE

Pega

Partner Ecosystem Senior Project Manager

Austin, Texas (remote)

April 2024 – Present

- Own strategy, content, and design quality for the Pega Partner Portal, delivering a consistent, on-brand experience for partners
- Collaborate cross-functionally with Ecosystem and Product leaders to translate key initiatives into clear, partner-facing messaging
- Use Pega-branded GenAI tools (including Intern Iris) to accelerate content creation and drive scalable partner communication
- Oversee portal publishing operations, ensuring QA standards are met and content quality remains high and aligned with brand guidelines

project44

Content Marketing Manager

Austin, Texas (remote)

February 2023 – April 2024

- Developed and executed cross-functional content strategies with Events, Demand Gen, Partnerships, Sales, and Product teams, using GenAI to accelerate ideation and first-draft creation.
- Leveraged generative AI tools to optimize the editorial process for the blog and social channels, increasing content velocity and contributing to a 125% lift in social engagement in Q3 vs Q2 2023.
- Led production of content across formats—including blog posts, eBooks, white papers, web copy, emails, decks, and digital ads—incorporating AI-assisted workflows for faster turnaround and higher consistency.
- Managed a team of freelance writers and editors, integrating AI-driven templates and guidelines to ensure scalable, high-quality output aligned with brand voice and editorial standards

Pega

Content Manager

Austin, Texas (remote)

March 2022 – February 2023

- Collaborated with product and brand marketing to create reports, blogs, eBooks, white papers, guides, and other assets that build awareness and establish Pega as an industry leader in AI-driven technologies
- Developed and executed quarterly content plans for horizontal campaigns built around trunk assets; tracked and managed plans through content management systems like Monday.com
- Audited and analyzed existing sales content; developed templates for sales content library to standardize creation of ABM assets

SoftServe Solutions

Content Manager

Austin, Texas (remote)

Jan 2021 – March 2022

- Collaborated with subject matter experts to develop content marketing strategies for cloud, big data, IoT, security, and UI/UX solutions
- Led cross-functional teams to create content for demand generation, campaigns, and digital events; included blogs, web, email, social media, white papers, infographics, digital ads, presentations, and eBooks
- Collected and analyzed key metrics to understand how in-market content performed among our target audience

IBM

Program Marketing and Communication Manager

Austin, Texas

July 2018 – Dec 2020

- PartnerWorld Program project management lead; managed agency and internal teams across organizations to create new benefits and offerings for cloud-native partners and legacy partners undergoing digital transformation
- Led creation of internal and external awareness campaigns for PartnerWorld Programs, including webcasts, blogs, email, and events
- Marketing and communications leader of IBM Business Partner Connect, launched at Think 2019; drove increase in matches by 200% within three months following launch

Beekeeper Group Digital Public Affairs Agency*Account Manager*

Washington, D.C.

Sept 2015 – Dec 2017

- Led planning and execution of digital advocacy campaigns with budgets up to \$200,000 for non-profit and corporate clients
- Independently managed digital content and digital advertising strategy for multiple clients, including recommendations for Google Ads
- Provided strategic recommendations for improving digital content strategy based on industry trends and reporting metrics

SKILLS AND TOOLS

ChatGPT, Monday.com, SmartSheet, Trello, Engaging Networks, NationBuilder, Wordpress, Spredfast, Hootsuite, Sprout Social, Hubspot, MailChimp, Google Analytics, Facebook, Twitter, LinkedIn, Rally Congress, Facebook Ads Manager, Google AdWords, Twitter Ads, Basic HTML, Microsoft Excel, Asana, WordPress

EDUCATION

The University of Texas at Austin

B.A in Psychology and American Studies

Austin, Texas

Dec 2013