

Lauren K. Joyner

Marketing Director | Content & SEO Leader

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B2B SaaS marketing leader with 14+ years driving pipeline growth through content, SEO, and audience-first strategy. Proven builder of high-performing teams, scalable content engines, and demand programs.

Core Strengths

Content & Web Strategy • SEO & Growth • Demand Gen • Brand & Voice • Editorial Leadership • Sales Enablement • HubSpot • WordPress • GA4 • SEMrush • Goldcast • Jira/Asana

Experience

Soundstripe | Content Marketing Manager

Mar 2025 – Jan 2026

- Relaunched all social channels and brand voice
- Core contributor to full website relaunch
- Owned brand voice and messaging across product and marketing channels
- Owned blog, newsletter (35% open rate), and freelancer program
- Launched company's first webinar program & all promotional collateral

Virtuous Software | Content Marketing Manager

June 2024 – Feb 2025

- Built SEO strategy; increased organic blog traffic **51% QoQ**
- Grew total organic site traffic **41% QoQ**
- Produced weekly product webinars and reporting

Lumin Digital | Marketing Director

Feb 2023 – Feb 2024

- Led sales enablement content and SEO audit
- Built multi-quarter demand gen roadmap targeting **15% lead growth**

GoDaddy | Managing Editor, US Blog/Vertical Section Editor

July 2018 – Feb 2023

- Led team of 3 editors and US blog strategy
- Drove **20% YoY traffic growth** through content and SEO audits
- Owned performance reporting and global content partnerships
- Ran editorial calendar across 11 verticals
- Led SEO audit of 3,000+ posts
- Supported 1M+ subscriber newsletter program

More work experience available upon request.

Education | MA Journalism, University of Colorado Boulder

BA Communications & Journalism, California Lutheran University