

# Strategic marketing communications

## Cybersecurity | Compliance | Privacy | Online Safety

### Deep understanding and quality execution

I help companies create strategic marketing campaigns and engaging content for cybersecurity, compliance, privacy, online safety, and technology policy. When I take on a project, I go deeper by studying the entire environment—the technology, competition, media, and regulation. I drive a collaborative process that gets people aligned on shared goals. The results I get distill complex technical and regulatory topics into straightforward, relatable content that gets noticed.



#### Engaging Content

I write content that makes the obscure engaging and gets results. I have written papers, e-books, data sheets, social media posts, and website copy. [See my work.](#)



#### Strategic Projects

I drive large, integrated projects involving multiple deliverables. My work has included product launches, leadership campaigns, and website management. [See my work.](#)



#### Insightful Analysis

I love conducting research. I create trendspotting reports, media analyses, content audits, policy analyses, and internal and external reports. [See my work.](#)



### About Me

I'm a marketing professional with over 20 years of experience in communications and marketing, including 17 years at Microsoft where I managed projects like the Microsoft Trust Center and campaigns for online safety, GDPR readiness, and Azure cybersecurity. I'm an intensely curious person that loves to collaborate and dive into complex subjects and produce great work. Contact me to see how I can help your company.