

HALLE DANG

B2B SaaS Content Marketing Specialist

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Profile

AI-Assisted Content Creation & Content Operations | Product Marketing | Sales Enablement

Results-driven content marketer with 3+ years of B2B experience in European AI tech and SaaS. Holds an international Master's in Marketing and specializes in translating complex technologies, including Generative AI, into clear, conversion-focused messaging. Experienced producing SEO-driven copy across channels and formats. Strong cross-functional collaborator bridging the gap between Product, Sales, and executive stakeholders, while scaling content operations via AI-assisted workflows. U.S.-citizen remote contractor available immediately for all time zones.

Core Competencies

Multi-format Content Creation (Email newsletters, case studies, blog posts, carousels, white papers, long-form articles)

- Social Media Management & Scheduling: Hootsuite, LinkedIn, Instagram, Facebook, X, YouTube
- Product Marketing & B2B SaaS (Enterprise, Customer Experience, Generative AI)
- AI Integration: ChatGPT, Claude, Gemini, Copilot, Writer, Grammarly, Notion
- Content Management Systems (CMS): WordPress, Webflow, Contentstack
- Tech Stack: HubSpot, MailChimp, Canva, Monday.com, Airtable, Figma
- SEO & Copywriting: SEMrush, Surfer, Clearscope

Work Experiences

Content Specialist (FT) | Wonderflow (AI-Driven CX Insights) | Amsterdam, NL *April 2021 - September 2025*

- **AI & Content Operations:** Assisted the Content Manager in scaling the editorial calendar through SEO research and pioneering AI-assisted workflows via structured freelancer briefings → Reduced production time by 40%+ and built a backlog of 80+ publish-ready articles.
- **Revenue & Sales Enablement:** Audited and repurposed sales materials → Built the company's first centralized internal resource library (30+ assets) to streamline go-to-market efficiency.
- **Event Marketing & Customer Success:** Collaborated with global tech leaders, including Philips, on co-hosted events by translating data into compelling narratives → Attracted 100+ attendees and generated multiple follow-up presentation requests.
- **Social Media Management:** Oversaw end-to-end execution of organic B2B social campaigns → Increased LinkedIn engagement by 5%+ through multi-format, human-centric content (thought leadership, interviews, educational carousels).
- **Email Marketing & Newsletters:** Partnered with the Product Marketing Manager to translate complex technical specifications into engaging client newsletters and revamped prospect email campaigns through consistent A/B testing → Increased brand awareness and improved open rates by 2% month-over-month.
- **Executive Support:** Reviewed and wrote conversion-focused landing pages while coordinating with the Head of Marketing, CEO, designers, and developers across time zones → Delivered a full website relaunch within 3 weeks and received strong founder recognition.
- **Employee Advocacy:** Partnered with HR on internal communication initiatives → Launched the first scalable employee newsletter and introduced employee spotlight articles, earning CEO recognition and strengthening stakeholder engagement.
- **CMS Expertise:** Evaluated and implemented multiple CMS platforms, created structured documentation, and trained interns and freelancers → Expanded role to onboarding and mentoring, demonstrating ownership of content operations.

Freelance Copywriter | WordAgents (SEO Content Agency) | U.S.

January 2020 - March 2021

SEO Copywriting: Delivered long-form, research-driven content (1,000–8,000 words) for B2B and B2C clients using SEO optimization tools → secured repeat contracts, earned two client testimonials, and consistently achieved content quality scores of 80%+.

Education

Master's of Science - Marketing | Free University | Amsterdam, NL

September 2018 - September 2020

2x Content Marketing Award Winner: Recognized with two team awards for best business use case plan in partnership with university-affiliated tech companies, contributing research-driven copywriting and strategic content planning.

Bachelors of Business Administration - Marketing | Texas State University | U.S.

July 2012 - July 2017

Languages

English (native) • Vietnamese (bilingual)