

Kevin Cain

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OVERVIEW

I'm an experienced content marketing and corporate communications strategist who has spent more than a decade working in the financial services and consulting industries in the United States, Europe, and Asia. During that time I have helped a variety of companies build successful content strategies that elevate their brand, generate leads, and drive sales. I have also managed an award-winning series of thought leadership publications for a Fortune 500 company, assembled and overseen international teams of writers and communications professionals, and participated in an array of global communications projects. My areas of expertise include:

- Content strategy
- Thought leadership
- Social media
- Marketing communications
- Public relations
- Online marketing
- Web analytics
- Employee communications
- SEO

PROFESSIONAL EXPERIENCE

OpenView Venture Partners, Boston, USA
Director of Content Strategy

January 2012 – February 2014

As the head of OpenView's content marketing program, I managed a team of in-house and freelance communications professionals, set and executed the firm's content strategy, managed all of its public relations and communications, and consulted to the more than 20 software companies in its portfolio on array of marketing issues. My key accomplishments included:

- Reinvigorating OpenView's existing content marketing program by creating a holistic content strategy and editorial calendar, formalising best practices, optimising all content creation and promotion processes, and increasing the program's overall quality.
- Overhauling and managing the firm's SEO optimised corporate website, community site, and blog, which today collectively garner more than 135,000 page views (an 80% increase in two years) and over 68,000 unique visitors (a 95% increase in two years) each month.
- Driving an aggressive editorial calendar and the creation of a wide range of content, including daily articles, weekly videos and podcasts, and quarterly reports, eBooks, case studies, and infographics.
- Increasing the number of subscribers to the firm's weekly newsletter by 200 percent to over 30,000.
- Leading OpenView's PR efforts in partnership with an external agency, resulting in coverage in *The Wall Street Journal*, *The Boston Globe*, and *Bloomberg*, as well as a regular column on Inc.com.
- Conducting assessments of OpenView's portfolio companies' content marketing programs and providing the coaching and best practices they needed to improve and meet business objectives. These efforts indirectly contributed to an average 20 percent year-over-year increase in revenue across the portfolio.
- Driving more than 25,000 page views to the OpenView blog with my posts on content marketing
- Writing and publishing a [comprehensive guide to content marketing](#) that has been downloaded more than 3,000 times.

State Street Corporation, Boston, USA and Hong Kong
Assistant Vice President, Global Marketing

August 2006 – January 2012

Executed a variety of marketing communications projects globally. Key accomplishments included:

- Managing the execution and promotion of State Street's thought leadership platform globally (www.statestreet.com/vision). This entailed working with subject matter experts, legal and compliance teams, writers, and designers, as well as public relations and employee communications professionals to create compelling content for external and internal audiences. Also served as the lead editor and help set the company's annual thought leadership editorial calendar.

- Overseeing State Street's participation in more than 80 industry surveys and awards annually and managing all related communications.
- Developing and executing innovative communication strategies to promote corporate initiatives with clients, the media, and employees. Experience includes utilising microsites, webinars, infographics, videos, podcasts, social media platforms, and internal publications among other communications tools to engage diverse audiences.
- Adapting core strategic messages to create executive speeches and presentations, bylined articles for placement in leading trade journals, marketing collateral, client newsletters, and RFP content.
- Building and managing an international team of more than 15 freelance writers and overseeing in-house copy editors, proofreaders, and project coordinators.
- Establishing and enforcing State Street's editorial standards globally, with responsibility for creating and maintaining State Street's editorial style guide and brand book.
- Serving as managing editor for the *State Street World* employee newspaper distributed eight times a year to more than 29,000 employees.
- Participating in a four-month job rotation to Hong Kong in 2010 to strengthen State Street's communications in the Asia-Pacific region and improve process and workflows across marketing channels.

Charles River Associates (CRA), Boston, USA

Senior Writer/Editor (Previously Writer/Editor and Copyeditor)

August 2003 – August 2006

Worked within the marketing team to provide editorial oversight for a number of corporate initiatives. Key responsibilities included:

- Serving as the content manager for CRA's corporate website and establishing and maintaining select pages on the company's intranet site.
- Developing practice brochures and case studies in concert with senior consulting staff.
- Writing and editing CRA reports, articles and white papers in collaboration with senior consultants; drafting and maintaining executive staff biographies.
- Integrating consultants from five acquisitions into CRA's website and résumé database and developing new collateral and executive communications to reflect acquisitions.

KPMG LLP, Boston, USA

February 2002 – August 2003

- Managed internal and external resources to facilitate the creation and quality assurance of thousands of financial statements.

Atlantik-Brücke e.V., Berlin, Germany

September 2000 – September 2001

- Drafted all communications on behalf of the vice chairman, acted as a liaison between dozens of German and American organisations, and facilitated senior meetings and conferences.

LANGUAGES

Fluent in German; working knowledge of Spanish and French

WRITING

Frequently contribute original content to a variety of sites, including [Forbes](#), [Inc.com](#), [MarketingProfs](#), and [The Content Marketing Institute](#).

EDUCATION

Mary Washington College, Fredericksburg, Virginia, USA
Bachelor of Arts in International Affairs and German

Ludwigs-Maximilian-Universität, Munich, Germany,
Study abroad program