

Travis Brant

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Content Marketing Manager | Marketing AI Enablement & Content Strategy

SUMMARY

Content and marketing leader who builds the systems around content: editorial architecture, search structure, lifecycle communications, brand standards, and the AI-assisted workflows that keep content operations repeatable and reviewable. At a B2B data technology company, designs marketing AI enablement systems with human-in-the-loop review and the governance to keep them trustworthy, while owning content strategy, product messaging, and digital-experience work. More than ten years across data technology, expense-management software, healthcare revenue-cycle software, and property management, moving from producing content to designing the operating models behind it.

CORE SKILLS

Marketing AI enablement · AI workflow design · Human-in-the-loop review · AI governance and documentation · Content strategy · Content architecture and governance · Editorial systems · Content operations · Product messaging and positioning · Lifecycle and customer marketing · Digital experience and website strategy · Search Engine Optimization (SEO) · Answer Engine and Generative Engine visibility strategy · Internal linking and content consolidation · Google Analytics 4 and Search Console analysis · Brand voice and standards · HTML email and landing pages · Executive communications · Cross-functional program leadership

PROFESSIONAL EXPERIENCE

Webbula, Wexford, PA

Content Marketing Manager | April 2025–Present

Content Specialist | October 2023–March 2025

B2B data technology company working in email hygiene, threat detection, data enhancement, identity, and programmatic audience data.

- Lead content strategy, product messaging, customer education, lifecycle communications, and cross-channel campaigns; partner directly with executive leadership and collaborate across Sales, Product, Development, Customer Success, Account Management, Demand Generation, and Marketing Operations.
- Designed the operating requirements and workflow for a marketing AI enablement system that produces synchronized HTML and plain-text email output through human-in-the-loop review, with reusable content blocks, platform-compatible merge fields, versioning and rollback requirements, a Litmus-based quality-assurance workflow, and an internal training playbook.
- Designed and documented practical AI-assisted workflows across marketing research, content and internal-link analysis, website quality assurance, and reporting, each with a defined status and a required human-review step, plus the information architecture, metadata model, and governance rules for a content-intelligence environment and a searchable marketing-AI artifact directory.
- Led an interactive product-experience initiative, running a comparison framework covering 15-plus capabilities across three vendors and owning selection, implementation, and optimization; following launch, accounts grew 68%, product credit usage increased 339%, per-account annual contract value increased 17x, and 48% of users advanced to the file-upload stage over a four-month window.
- Led development of a content consolidation, taxonomy, and internal-linking program across the content library, covering topic clusters, product mappings, merge and redirect candidates, and orphan-content reporting, with approximately 66 blog posts connected to product pages to date.
- Developed and implemented the corporate brand style guide across website, trade-show exhibits, sales presentations, social media, and email; separately helped executive leadership define company core values and value statements.
- Built and launched the company's first fully custom HTML re-engagement program with dedicated landing pages, generating a 6.8% click-through rate, 4.3 percentage points above the 2.5% business-to-business benchmark cited in the résumé.

ExpenseAnywhere, Monroeville, PA

Marketing Director (Contract / Fractional) | December 2022–October 2023

B2B expense-management software company.

- Rebuilt a marketing function that had been dormant since 2019, spanning website, brand identity, content program, social media, and internal marketing infrastructure.
- Produced customer-success video tutorials and sales design assets; built a SharePoint hub centralizing sales

- and marketing materials and documented onboarding for future hires.
- Mentored an intern through a new-product branding project.

Avelead, Atlanta, GA (Remote)

Marketing Manager | July 2021–October 2022

B2B healthcare revenue-cycle software company.

- Owned digital marketing across content, social media, podcast, and paid search.
- Grew social presence from 8,000 to more than 20,000 and achieved five top-10 search rankings for priority keywords, as documented in the résumé.
- Translated complex revenue-cycle subject matter into digital content and campaign materials.

Windsor Management, Kent, OH

Marketing Manager & Leasing Agent | May 2016–July 2021

- Created and executed multi-channel marketing and community-engagement campaigns that supported 100% occupancy across six consecutive years.
- Built and managed the company's marketing internship program; led tenant-education initiatives, website content, and event campaigns.

EDUCATION

Bachelor of Arts in Language and Literacy, California University of Pennsylvania, December 2014