

LIZ ROSENBLUM

CONTENT MARKETING STRATEGIST / COPYWRITER

Versatile content leader with 15+ years of experience managing content strategy and copy teams for global B2B and B2C companies, including Booking.com and Mews PMS. Skilled at turning complex topics into clear, concise, value-driven copy that resonates with buyers and customer.

Senior Content Strategist

Oddin.gg | September 2025 - present

- Own full funnel content strategy and execution for B2B esports betting platform
- Translate complex esports technology into clear, conversion-focused narrative for SEO/AEO website
- Build scalable content systems (frameworks, AI processes, governance, translation/localization) to boost efficiency
- Create and manage thought-leadership and executive-visibility programs
- Develop global and regional marketing initiatives including translation oversight

Director, Global Content Marketing

Mews PMS | January 2022 - August 2025

- Led strategy and execution of all B2B marketing and product content at every stage of the buyer journey
- Expanded localization of content for regionalized content focused on the unique needs of key markets inc. DE and FR
- Collaborated cross-functionally with product, design and commercial teams to establish core messaging framework to differentiate the hospitality techbrand
- Tracked and analyzed campaign and performance metrics and market insights to optimize SEO and conversion messaging
- Coached and mentored writers of all levels, supporting their professional growth and development
- Established and evangelized AI-adoption initiatives

Content Marketing Manager

Irdeto Cybersecurity | May 2021 - December 2021

- Managed content calendar and authored white papers, sales playbook and blogs to drive awareness and leads for gaming and connected health cybersecurity offering
- Led content strategy for website redesign
- Partnered with SEO strategists to optimize website for maximum awareness among key segments
- Developed narrative and presentations for industry events

Lead Copywriter (Product and Marketing)

Just Eat Takeaway.com | Amsterdam | Oct 2020 - April 2021

- Led team of global marketing writers, UX content designers and translation managers and writers to improve content quality and processes across multiple languages
- Evangelized the role of UX content and brand guidelines
- Guided development of global voice and tone following the merge of two highly established brands

CONTACT ME

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SKILLS SUMMARY

- Content / editorial strategy: I follow the Richard Rumelt teaching on Good Strategy/Bad Strategy
- Full-funnel copywriting: From acquisition to conversion, I identify the needs, the goals, and the pain points, and create messaging that optimizes SEO and "LMO" (learning model optimization) for traffic and conversion
- Value messaging: the more complicated the subject, the more excited I get; there's a reason I worked for complicated SaaS and cybersecurity companies
- Brand voice: B2B, B2C, combing brands, global, full funnel expression: been there, done that - and love it.
- Grammar and editing: adept at technology, passionate about the need for localized content
- AI tools: For both content scalability and findability, I'm consistently learning, experimenting, and embracing AI as a tool to improve efficiency and understand buying behaviors.

TOOLS

Digital: Confluence, Asana, Office 365, Jira, Miro, Figma, Notion

Video software + platforms: Riverside.fm, Wistia, YouTube, Parmonic

Marketing: Hubspot, Salesforce, PowerBI, Semrush

Content: B2B, B2C, copywriting, content strategy, conversational ads

AI: ChatGPT, Jasper, Claude, Clearscope, Parmonic, Riverside

Analytics: Hubspot, Google Analytics, Clarity

EDUCATIONAL HISTORY

Brandeis University

Bachelor of Arts, Waltham, MA

Harvard Business School Online: Leadership Principles

Certificate | March 2021

IDEO Designing Strategy

Certificate | December 2019

Univ. Washington, Storytelling & Content Strategy

Course | 2019

Content Lead

Booking.com | Amsterdam | July 2019 - September 2020

- Developed and led the content strategy for scaled production in key business units with a focus on readability, engagement and grammar
- Conducted competitive analysis and gap research to provide content recommendations
- Collaborated with content managers on processes to adhere to content calendar and maintain efficient workflows

Senior UX Copywriter

Booking.com | Amsterdam | October 2018 - June 2019

- Optimized product content and copy using data and insights from A/B testing
- Collaborated with UX researchers to improve the user experience
- Mentored junior copywriters

Senior UI/Marketing Writer

SurveyMonkey | San Mateo, CA | February 2018 - August 2018

- Partnered with product managers, product marketing managers, and designers to support launch of new features, growth initiatives, and global marketing efforts for multi-channel distribution
- Worked with cross-functional teams to align content and design with business objectives and key results (OKRs)

Content Strategist

Contract roles | San Francisco | December 2016 - January 2018

- Provided copywriting and content strategy for leading global and national fintech brands including PayPal and Capital One
- Partnered with designers, engineers, and product owners to create engaging user flows for consumers
- Served as brand guardian for global voice and tone

Copy Director & Client Lead

eBay / Triad Retail Media | San Jose & Tampa, FL | November 2012- December 2016

- Managed business relationship with client and global partner agencies as well as global copy/content teams
- Collaborated with cross-functional teams to align copy style and content development for US and global assets
- Scoped projects, developed plans, and managed team

References available upon request