



ROBERT GIBB IV

Content Marketer for Tech Startups

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Summary

I have 6 years of experience growing tech startups with content marketing. I helped the tech startup MaxCDN get acquired and have helped grow 6 tech startups since then as a remote worker.

Writing Samples

[How an Alexa Skills Dev Improved App](#)

[Using a Firewall to Prevent Forest Fires](#)

[State of Planned Maintenance in 2019](#)

[How to Use Account Based Intelligence](#)

[2018 Push Notification Survey](#)

[What Experts Love & Hate About CDNs](#)

Skills

Content Marketing



SEO



Product Marketing



Education

Creative Writing, BA, University of Pittsburgh, 2011

For Fun

I help people get remote jobs [here](#)

I'm a beta tester for AngelList

I write screenplays for short films

I care for [two hound dogs](#)

Experience

2019 - 2020 **Content Marketing Manager**

StackPath

I scaled technical content creation for this internet infrastructure (IaaS) startup. We competed with public companies like Fastly and Cloudflare. The company raised \$200 million during my time here.

Accomplishments

- Grew blog's monthly organic traffic from 0 to 20K in three months
- Increased page-one keyword rankings from 700 to 3,500 across site
- Created 20 case studies and helped create initial API documentation
- Managed technical writers on Upwork; received 5 stars as manager
- Grew referral traffic by getting blog posts shared in popular newsletters

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"Rob quickly identifies content strategies that have an immediate, positive impact for the business. He's also organized, thorough, and a great writer and editor." Justin Johnson, VP Developer Relations (Manager)

2018 - 2019 **Product and Content Marketing Manager**

UpKeep

I boosted traffic and recognition for this SaaS startup founded by a 26-year-old. The company grew from 15 to 40 employees and raised \$10 million during my time here.

Accomplishments

- Created 12+ feature pages/videos that all rank on page one of Google
- Managed creation of 100 articles in 30 days for new learning center
- Created Q&A site for relevant topics (now at 20K+ monthly views)
- Got CEO on most popular podcasts and used surveys to earn backlinks

"Rob takes challenges head on, is hungry to meet goals, cares deeply about quality, and always surprises you by going above and beyond." Ryan Chan, CEO and Founder

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2016 - 2018 **Content Marketer**

Freelance

I freelanced for B2B tech startups while traveling the world and working remotely.

Accomplishments

- Generated 70 leads and 6 MQLs from Quora in 1 month for Intricately
- Repurposed surveys into articles linked to by Forbes for Localytics
- Published guest posts that got 20K+ same-day views for StackShare
- Grew monthly blog traffic from 40K to 70K in 3 months for Hubstaff

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2014 - 2016 **Content Marketer**

MaxCDN

I moved to Los Angeles to work for this B2B tech startup that I helped get acquired by getting multiple pieces of content to hit the front page of Hacker News.

Accomplishments

- Made blog readers 2.5 times more likely to become a lead or sale
- Created viral post that drove 20+ daily sales and new partnerships
- Created technical glossary that grew to 30K monthly views in 6 months

Marketing Stack

Ahrefs, Atlassian, Bizible, Buffer, Buzzsumo, Google Analytics, Google Apps, HTML & CSS, Hotjar, HubSpot, Marketo, Microsoft Apps, Optimonster, Salesforce, Wrike, WordPress