



KW

# Content Marketing Portfolio



October 2024  
[kaleiwhite.com](https://kaleiwhite.com)

# Portfolio contents



My content principles and case studies . . . . . 3-15



Writing/editing samples. . . . . 16-17



Praise . . . . . 18-19

# Content Marketing Principles I Live By

- 1 Before you sell, add value
- 2 Never create alone
- 3 Be agile to stay on top of trends

Now, let's see  
these in practice...



# 1

## Before you sell, add value

I believe in the power of creating content that's so good that people can't help but share it with their whole team and bookmark it for later...

Content that's so helpful, the audience would pay for it, but they buy your product instead.

The key is to create **value-added content** - unique and original information your audience cannot get elsewhere.

With AI-generated content flooding the internet, Google is only going to reward sites that create net new info.

I create content that *both* your target audience and Google *actually* want to consume.

**"65% of the buying cycle happens before a prospect talks to a sales rep."**

 President, Atlassian  
**Jay Simons**



*Content plays a huge role in the info-gathering stage on the buyer's part.*

# 1

# Before you sell, add value: Examples



**The Product Ops Playbook: A Guide for Outcome-Focused Teams**  
Starting product ops or growing it? Get the product ops playbook to learn the best practices from companies like PayPal, Miro, and Shutterstock.  
dragonboat.io

## Product Ops Playbook

I wrote Dragonboat's Product Ops Playbook to **promote at events** and give to our webinar attendees as a follow up resource, to nurture them and keep Dragonboat top of mind.

★ Obtained 100s of downloads in the first 30 days post-launch with **zero ad spend**




**The 2023 Finance Professional's Guide to AI, ML, and ChatGPT**  
After the launch of ChatGPT, AI tools for finance are only going to get smarter. Read our guide to learn how and what you can do today.  
trovata.io

## Finance's Guide to AI

Accompanying the launch of Trovata AI, I created this ebook as a resource to help corporate finance professionals demystify AI, its benefits, and real-world use cases enabled by Trovata's cloud platform.

★ Downloaded 500+ times in its first 90 days  
★ Highest performing lead magnet in our LinkedIn Demand Gen Campaign



**Our Software Testing Maturity Model - Abstracta**  
Do you want to achieve continuous testing to facilitate DevOps and CI/CD? Our software testing maturity model will help you bridge the gaps!  
abstracta.us

## Testing Maturity Quiz

I led the creation of this assessment for Abstracta's prospects to evaluate their readiness for "shift-left testing." Upon completion, **they receive a customized report with tips to reach the next level of maturity.**

★ Fun, interactive content to share at events  
★ BDRs qualified 100s of leads with this tool

## 2

# Never create alone

Part of the responsibility of content marketing is to capture the wisdom of thought leaders and internal/external subject matter experts and turn it into delectable, actionable content.

It's important to research what the audience cares about and distill relevant insights from product, engineering, CS, sales, etc. then compile, pack, and ship them. How?

I act as a bridge. I collaborate with internal and external SMEs to co-produce content and stimulate engaging conversations in the community. I am highly experienced in pitching co-marketing collaborations with media orgs and partner companies and nurturing those relationships to maintain fruitful partnerships.



## 2

# Never create alone: Example

## Dragonboat's CPO Guest Webinar Series

At Dragonboat, the CMO and I decided to plan a summer webinar series by and for Chief Product Officers (CPOs) to build brand awareness and **connect with CPOs**.

In just 21 days, I helped launch this 12-week summer webinar series from scratch, coordinating speakers and creating everything from the event sign-up page to email automation to Zoom meetings, promotional materials, etc.

See the sign-up page:

<https://dragonboat.io/cpo-summer-series/>

Hear how world-class leaders accelerate outcomes

 Melissa Perri CEO & Founder of Produx Labs	 Osama Bedier President of GoDaddy Commerce	 John Roy VP Digital Assets Strategy & Planning of Fidelity	 Lou Ponticas Former COO of MuleSoft	 Deborah Liu CEO of Ancestry
 Scott Williamson Product Advisor & Former CPO of GitLab	 Cory Gaines CPO of Blackhawk Network	 Ryan Polk CPO of Stack Overflow	 Carmen Palmer CPO of Women In Product	 Becky Flint CEO & Founder of Dragonboat

## 2

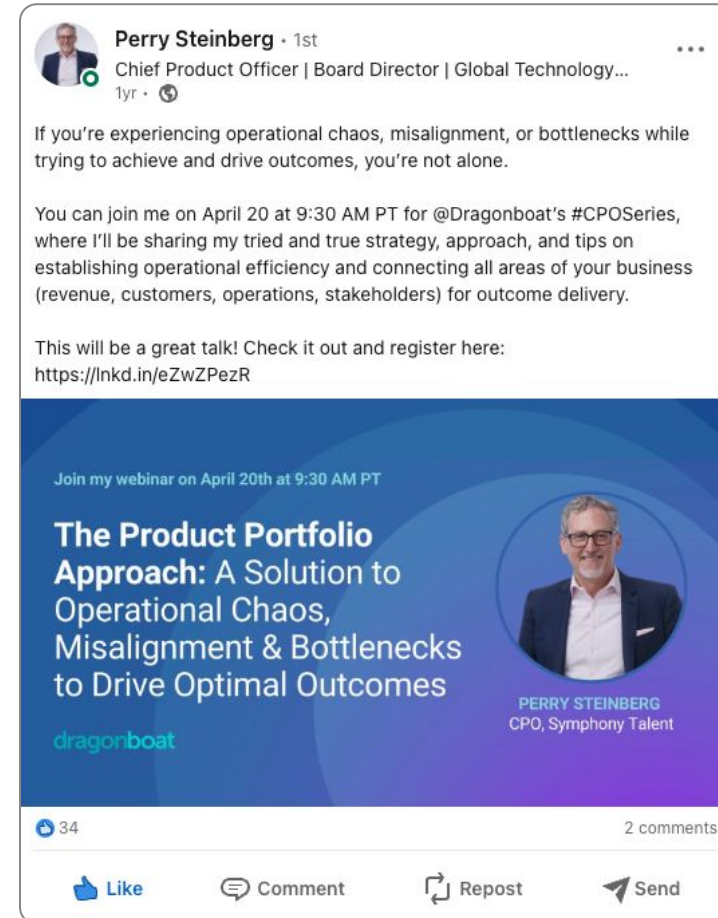
# Never create alone: Example

## Dragonboat's CPO Guest Webinar Series

### RESULTS

- With no ad spend, we captured over 1,000 new leads from the 12 webinars, managing to host speakers from leading companies like Procore, Pendo, Shopify, etc.
- We used the webinar transcripts to create dozens of new articles for the blog, saving countless writing hours (such as this one)
- The speakers included customers and Dragonboat fans who praised our tool during their sessions, providing us new testimonial and case study material

Due to the success of the summer series, Dragonboat now hosts monthly CPO webinars: <https://dragonboat.io/webinars/>



**Perry Steinberg** · 1st  
Chief Product Officer | Board Director | Global Technology...  
1yr · 🌐

If you're experiencing operational chaos, misalignment, or bottlenecks while trying to achieve and drive outcomes, you're not alone.

You can join me on April 20 at 9:30 AM PT for @Dragonboat's #CPOSeries, where I'll be sharing my tried and true strategy, approach, and tips on establishing operational efficiency and connecting all areas of your business (revenue, customers, operations, stakeholders) for outcome delivery.

This will be a great talk! Check it out and register here:  
<https://lnkd.in/eZwZPezR>

Join my webinar on April 20th at 9:30 AM PT

**The Product Portfolio Approach: A Solution to Operational Chaos, Misalignment & Bottlenecks to Drive Optimal Outcomes**

**PERRY STEINBERG**  
CPO, Symphony Talent

dragonboat


👍 34 2 comments

👍 Like    💬 Comment    ↻ Repost    ✉ Send



# 2


## Never create alone: More examples

 Harini Mekala

### Trovata Payments: A Quick, 5-Step Tutorial

Learn how to use Trovata Payments to send, track, review, and approve multibank payments.

June 9, 2023 | Platform



### Internal Guest-Blogging Program

At Trovata, I tapped product, sales, and customer success team members to create product-centric how-to guides and videos. I interviewed them about a given topic and served as their ghostwriter. **This helped us to fill our content calendar with product-centric articles and more BOFU content** without asking for too much of their time.

 Dragonboat  
@dragonboat\_io

The reviews are in for the Product Ops Playbook!

See what Product Operations expert Lindsey Bell (Product Operations, Rapid API) finds most valuable about the Product Ops Playbook ⭐

What are you waiting for? Get your copy: [hubs.li/Q019cFG50](https://hubs.li/Q019cFG50)

#productoperations



**The Product Ops Playbook**  
A Complete Guide for Outcome-Focused Teams - *OUT NOW!*

"I love the checklist and roadmap to success for product ops inside the playbook. It's been **extremely helpful** for me to set priorities and expectations with the leadership team."

LINDSEY BELL - PRODUCT OPERATIONS, RAPID API

dragonboat 

### Invite Emerging Influencers to Get Involved

Prior to launching the Product Ops Playbook for Dragonboat, I sent an advanced copy to emerging Product Ops thought leaders like Lindsey Bell (ex-Twilio), to ask for permission to share their review of the ebook in our promotional materials.

It was a win-win because they would, in turn, want to share the post we created.

KW

### 3

## Be agile to stay on top of trends

As a content marketer, I take it upon myself to pay attention to the industry that my target market is in, new content marketing trends, Google algorithm updates, and global events; **always assessing opportunities to create viral content.**

By allowing for some flexibility in the content roadmap, I create timely content campaigns with big impact.



*For example, last summer, brands leapt to get in on the Barbie content trend. Have we had “ken-ough?”*

# 3

## Be agile: Example

### Post-Silicon Valley Bank (SVB) Collapse Resources

When hundreds of Trovata customers were impacted by the collapse of SVB, I paused my current activities to devote time to create urgent content to serve our community. First, I wrote a [roundup article featuring our best content](#) (left) and published [another article](#) I commissioned from our contractor, a Forbes financial writer, a day later (right):



#### SVB Collapse: Cash Flow Management Resources for Startups

Following the SVB Collapse, it's time to get proactive. Here is a round-up of our best cash management resources for startups.

trovata.io



#### How to Manage Cash Post-Silicon Valley Bank Collapse

In this article we'll give you an overview of what happened to SVB, and how your business can protect itself against this problem going forward.

trovata.io

*We managed to rank for many keywords including "SVB collapse resources" and "cash management resources," on the first page of Google shortly after go-live. In its first 90 days, the round-up article became one of our most-visited blog posts ever.*

# 3

# Be agile: Example

## Post-Silicon Valley Bank (SVB) Collapse Resources

**LIVE: Trovata Bank API Connection Monitoring**

Corporate & Business Banking for Balances, Transactions, & Payments

Following the closures of Silicon Valley Bank (SVB), Signature Bank and Silvergate Bank, Trovata will monitor the status of each of its bank API connections. On this page, we'll be tracking significant shifts and health signals across the banking landscape, classifying banks by their current level of connection risk.

In this chart below, you can view the status of each bank's connection.

**Bank Connection Risk Levels**

- Low
- Moderate
- High

Last updated: 5/30/23

Bank Name	Connection Type	Status	Risk Level
Silvergate Bank	API	Live	High
Amegy Bank of Texas - Business Banking	API	Live	Low
Bank Leumi USA - Business	API	Live	Low
Bank of America	API	Live	Low

Next, we turned our **first party data**—Trovata’s internal corporate bank API library—into an external-facing, [live bank API connection monitoring tool](#).

Our engineering team updated this page multiple times a day to show the status of the potential risk of insolvency for each corporate bank, given our API data.

# 3

## Be agile: Example

Bank Name	Connection Type	Status	Risk Level
Silicon Valley Bank	sFTP (BAI)	Live	High
US Bank	sFTP (BAI)	Live	Medium
Wells Fargo	API	Live	Low
Capital One	API	Live	Low
Wells Fargo	API	Live	Low
Capital One	API	Live	Low

To spread the word of our monitoring tool on social media, I ghostwrote a couple of LinkedIn posts for our [CEO](#) (left image) and [CPO](#) to promote the bank risk tracker and helped to make this [GIF-based post](#) for the corporate account (right image).

**LIVE: Trovata Bank API Connection Monitoring**

Corporate & Business Banking for Balances, Transactions, & Payments

Following the closures of Silicon Valley Bank (SVB), Signature Bank and Silvergate Bank, Trovata will monitor the status of each bank API connections. On this page, we'll be tracking significant shifts and health signals across the banking landscape, classifying banks by their current level of connection risk.

In this chart below, you can view the status of each bank's connection.

**Bank Connection Risk Levels**

- Low
- Medium
- Elevated
- High

# 3

## Be agile: Example

### RESULTS

- As a direct result of the Post-SVB Collapse Resources campaign, Trovata saw an **increase in sales demo requests MoM.**
- We were able to further position Trovata as the ideal multi-bank cash management platform for startups.



# Featured work samples

**Articles I've Written** - Rankings updated 3/7/24

## Trovata.io - Fintech SaaS

- [4 Benefits of Using Trovata as Your Cash Flow Forecasting Tool](#)
- [Deciding Between a TMS, a Modern Cash Flow Management Platform, and the Rest](#)

## Dragonboat.io - Product Management SaaS

- [5 Product Roadmap Examples for Every Occasion](#)
- [Top 12 Product Operations Tools](#) - ranks #2 on Google in the US for “product operations tools” and #3 for “product ops tools”
- [Good Product Ops, Bad Product Ops](#)
- [What is Outcome-Driven Product Management, Exactly?](#) - ranks #4 on Google in the US for outcome-focused product management

## TheCMO.com - Media site

- [How to Make Website SEO Marketing Your Superpower](#)
- [Advertising Vs Marketing: 6 Key Differences To Know For Your SaaS Strategy](#)
- [The Ultimate Guide To Google Ads \(Google Adwords\) Campaign Management](#)



# Featured work samples

**Articles I've Edited** - Rankings updated 3/7/24

- [Why Savvy Treasurers Are Taking an API-First Approach to Cash Management](#) - ranks #1 on Google in the US for “API cash management”
- [Cash Flow Projections: What is Cash Positioning?](#) - ranks #4 on Google in the US for “what is cash positioning”
- [API Banking Explained](#) - ranks on page 1 of Google in the US for “API banking” and in the first spot for “API banking explained”
- [Trovata Payments: A Quick, 5-Step Tutorial](#)
- [How to Ask Your Boss For New Treasury Management Software](#)
- [Hotel Revenue Forecasting: What It is and How to Do It](#) - ranks #1 on Google in the US for “hotel revenue forecasting”

Understand how I write and edit - see my [editing and SEO checklist](#).





# What others say..



**Alexa Mikalaski** 8:06 AM

Thanks for all ur work on the ad copy!!

Ur a content beast lol

Like really though, I don't think i've ever encountered a better content manager lol



**Kalei White** 8:06 AM

haha aww thank you



**Alexa Mikalaski** 8:06 AM

you're a talent !!



**Joel** 9:29 AM

Your writing / posts are fantastic. You should do a lunch and learn masterclass for us. Beyond pumped that you are part of the team.



**Madeline Chapman** 9:11 AM

I'm LOVING your LinkedIn Content!



**Kalei White** 9:12 AM

aw thank you!



1



KW

# What others say..

F

**Francois Marchand**

to me ▾

Hi Kalei,

I'll be honest: I'm floored. This is a fantastic article. It's clear and comprehensive, it has an insane amount of value for our audience, and it totally fits the brief. Your writing is spot-on: conversational, relatable, and professional. I really appreciated your examples and your instructions for the design team. You're the real deal and it shows.

You've made my life very easy here. The draft will require only very minor tweaks—mostly for layout ahead of the load and QA stages in WordPress, which is pretty straightforward stuff.

The only thing I'll have to follow up on is the highlight on Capterra and G2, which we can easily adjust. No worries, it wasn't necessarily something you were aware of. I'll provide feedback on this as soon as I can.

I believe we're just a couple of steps away from moving into production. I'll also send you the contract and invoicing details asap.

You rock. Let's discuss other topics as soon as we can.

Have a good one,

Francois

Thu, Oct 27, 11:45 AM



**François Marchand** (He/Him) · 1st

Senior Content Marketing Specialist at AgencyAnalytics

Vancouver, British Columbia, Canada · [Contact info](#)

KW

# What others say..



**Christina Lau** · 1st

Marketing Manager at Dragonboat

March 14, 2024, Kalei was senior to Christina but didn't manage Christina directly

I worked closely with Kalei when she was Dragonboat's marketing content writer and editor, and I can confidently say that she is truly exceptional at what she does. Her writing skills are top-notch, and she can craft engaging and impactful content that resonates with our audience. Working with Kalei, it was clear that she not only loves the craft of writing and the art of storytelling, but she also has a passion for and extensive experience with repackaging written content into new and engaging formats. She pays incredible attention to detail, ensuring that every piece of content is not only well-written but also meticulously edited for clarity, accuracy, and coherence while following our brand voice and tone. She's always open to feedback and eager to contribute creative ideas to enhance our content strategy. Kalei's professionalism, reliability, and positive attitude makes her a valuable asset to any team.

*KW*

# Thank you!

**Kalei White**

Senior Content Marketing Manager

*Get in touch:*

(858) 531-4487

[kaleiwhite33@gmail.com](mailto:kaleiwhite33@gmail.com)

[LinkedIn](#)

[kaleiwhite.com](http://kaleiwhite.com)

A stylized, white, handwritten-style monogram of the letters 'K' and 'W' is positioned on the right side of the slide. The background behind the monogram is a solid red color that transitions into a lighter orange-red gradient towards the bottom right corner of the slide.