

# MAX SCHOSID

## Senior Director, Channel Content Marketing & Communications

Lakewood, CO | (303) 917-6712 | max.schosid@gmail.com | linkedin.com/in/max-schosid/ | maxschosid.com

### PROFESSIONAL SUMMARY

Strategic Senior Director of Content Marketing & Communications with 10+ years of B2B experience driving content strategy, thought leadership, and multi-channel communications programs at scale. Proven track record leading high-performing teams, launching integrated campaigns, and delivering measurable business outcomes through data-driven storytelling and brand strategy. Expert at cross-functional collaboration, vendor management, and translating complex business objectives into compelling audience-centric content. Deep fluency in SEO/SEM, marketing automation, analytics, and AI-powered content workflows.

### CORE COMPETENCIES

<b>B2B Content Strategy &amp; Thought Leadership</b>	<b>Brand Voice &amp; Messaging Frameworks</b>	<b>Team Leadership &amp; Mentorship</b>
Multi-Channel Campaign Management	Editorial Planning & Content Calendars	KPI Tracking & Data-Driven Optimization
<b>SEO / SEM / Analytics</b>	<b>Vendor &amp; Stakeholder Management</b>	<b>AI &amp; Emerging Digital Tools</b>

### PROFESSIONAL EXPERIENCE

#### Senior Director – Channel Content Marketing & Communications

Oct 2025 – Present

RingCentral | Centennial, CO

- Promoted to Senior Director to lead an expanded B2B content marketing and communications strategy across RingCentral's global channel partner ecosystem.
- Oversee team of content strategists, communications specialists, and graphic designers; drive thought leadership, demand generation, and brand positioning across owned, earned, and paid channels.
- Establish KPIs and reporting frameworks to measure content effectiveness and campaign performance, informing ongoing data-driven optimization.
- Champion AI-powered content workflows and emerging digital tools to modernize production processes and scale content output across the partner organization.

#### Director – Channel Content Marketing & Communications

Nov 2018 – Oct 2025

RingCentral | Centennial, CO

- Led a team of 7 content creators, communications specialists, and graphic designers to develop and execute go-to-market strategies for a global channel partner program, reporting to the AVP of Global Channel Programs.
- Launched the RingCentral Channel Partner Portal, driving 8,500+ unique monthly visitors and serving as a centralized hub for deal registration, sales enablement tools, and full-funnel marketing materials.
- Architected and managed partner communications strategy across email, social media, blog, and webinar channels — improving partner engagement and maintaining consistent brand voice across all touchpoints.
- Developed editorial calendars and content frameworks for multi-channel campaigns, aligning content strategy with business objectives and partner lifecycle stages.
- Collaborated with cross-functional stakeholders across Product, Sales, and Operations to create content assets supporting 15+ product launches on time and on budget.
- Led the rebranding of the RingCentral Reach program — including logo, messaging architecture, and competitive positioning — delivering a differentiated brand identity.
- Implemented Wrike as a centralized project intake and management platform, generating an average of 725 closed creative project tickets annually and significantly improving team efficiency.

Jan 2017 – Nov 2018

## Marketing Project Manager

CleverFunnel Digital | Denver, CO

- Managed a team of 4 marketing engineers delivering full-funnel customer acquisition strategies for 10+ B2B, B2C, SaaS, and startup clients.
- Produced thought leadership content including case studies, white papers, eBooks, and blog posts for mid- and bottom-funnel prospect nurturing.
- Oversaw 10+ PPC campaigns across Google AdWords, Bing Ads, and programmatic networks with \$10K+ monthly budgets, optimizing for click-through and conversion rates.

## Digital Marketing Coordinator

Complete Basement Systems | Denver, CO

*Aug 2016 – Dec 2016*

- Managed editorial calendar coordinating blog posts, technical papers, and case studies; distributed content across Facebook, Twitter, Instagram, and LinkedIn.

## Content Manager

Zavvie | Boulder, CO

*Nov 2015 – May 2016*

- Developed and executed content marketing plan — editorial calendar and distribution strategy — for a VC-backed real estate startup; collaborated with dev team to build an SEO-optimized publishing platform for 250+ Realtors.

## Content Associate

Zomato USA | Denver, CO

*Jun 2015 – Oct 2015*

- Managed data research and content updates for 15,000 restaurants across four markets; implemented 5+ content projects to drive platform traffic.

## Content Editor

Cross Brand Promotions LLC | Denver, CO

*May 2014 – Jun 2015*

- Grew client website traffic 25x (10K to 250K monthly visitors) through SEO-based content strategies; managed 15+ accounts simultaneously with 80%+ repeat engagement rate.

## EDUCATION

---

**Bachelor of Arts in History** | University of Colorado, Boulder, CO

## TECHNICAL SKILLS

---

<b>Design:</b>	Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere, Acrobat), HTML, CSS
<b>Project Mgmt:</b>	Monday, Wrike, JIRA, Asana, Trello, Smartsheet, Google Suite, Microsoft Office (Word, Excel, PowerPoint, SharePoint)
<b>Marketing:</b>	Marketo, HubSpot, ActiveCampaign, Net-Results, SharpSpring, Mailchimp, Eloqua
<b>Analytics:</b>	Google Analytics, Tableau, SEO/SEM, AEO/GEO
<b>CMS &amp; Ads:</b>	WordPress, Squarespace, Wix, Shopify, Salesforce Experience Builder, Google AdWords, Bing Ads, AdRoll, Choozle
<b>Social:</b>	LinkedIn, Facebook for Business, Hootsuite, AdEspresso, CrowdFire