

MAX SCHOSID

Senior Director, Content Marketing & Communications

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PROFESSIONAL SUMMARY

Strategic and results-driven Senior Director of Content Marketing & Communications with 10+ years of experience building content engines that drive pipeline, revenue, and brand authority for B2B technology organizations. Expert in developing editorial strategy, executive thought leadership, demand generation content, and AI-powered workflows at scale. Proven track record of translating complex technology into compelling narratives that resonate with enterprise buyers and generate measurable business impact.

CORE COMPETENCIES

Content Strategy & Editorial Leadership | Demand Generation | Executive Thought Leadership | Brand Voice & Narrative | AI-Powered Content Workflows | SEO / AEO / GEO | Team Leadership & Development | Cross-Functional Partnership | Campaign Strategy | Partner Marketing | Project Management | Marketing Automation

PROFESSIONAL EXPERIENCE

Senior Director, Channel Content Marketing & Communications

Oct 2025 – Aug 2026

RingCentral, Centennial, CO

- Promoted to Senior Director within seven years, leading content strategy, communications, and creative for RingCentral's global channel partner ecosystem.
- Directed a team of content strategists, communications specialists, and graphic designers while managing agency partners and freelance resources.
- **Generated \$22M in early pipeline quarterly** through a scalable partner campaign program spanning email, digital, webinar, and sales enablement content.
- **Drove a 35% increase in partner portal engagement** (leads generated, pages viewed, assets downloaded) through a comprehensive portal content strategy.
- **Achieved 29% average email open rates** against a 20% industry benchmark across partner communications programs.
- Built AI-enabled content workflows integrating research automation, structured prompt frameworks, and performance monitoring to scale output without sacrificing quality.
- Owned AEO and GEO content strategy, designing content for AI-mediated discovery across generative search platforms.

Director, Channel Content Marketing & Communications

Sep 2021 – Oct 2025

RingCentral, Centennial, CO

- Led end-to-end content strategy, campaign development, and communications for the channel partner organization, reporting to the AVP of Global Channel Programs.
- **Launched and scaled the RingCentral Channel Partner Portal** to 8,500+ unique monthly visitors, housing deal registration, sales tools, and full-funnel marketing materials.
- **Implemented Wrike as a project management system**, resulting in a 90% increase in projects completed on schedule and 725+ closed creative project tickets annually.
- Managed partner communication strategy across email, social media, blog, and webinar programming, driving consistent engagement across the global partner ecosystem.
- Collaborated with Product Marketing, Sales, and executive leadership on 15+ product launches, ensuring clear messaging and timely delivery of campaign assets.
- Led HubSpot migration and AI tool exploration to modernize marketing workflows and improve team efficiency.

Senior Manager, Partner Programs

Nov 2018 – Sep 2021

RingCentral, Centennial, CO

- Built and managed content and communications programs for the channel partner ecosystem, establishing the editorial foundation for what became the Channel Content Marketing function.
- Developed go-to-market content strategies, partner enablement materials, and campaign assets in close partnership with channel sales and product teams.

- Rebranded the RingCentral Reach program, developing logo, messaging, and competitive positioning that defined the program's market identity.

Marketing Project Manager

Jan 2017 – Nov 2018

CleverFunnel Digital, Denver, CO

- Managed full-funnel customer acquisition for 10+ clients across B2B, B2C, SaaS, and startup verticals.
- Managed 10+ PPC campaigns across Google AdWords, Bing Ads, remarketing, and programmatic networks with \$10K+ monthly budgets, optimizing click-through and conversion rates.
- Conducted persona, messaging, and creative testing for optimal ad design and top-of-funnel acquisition.
- Wireframed and built WordPress websites optimized for persona needs and conversion metrics.
- Produced case studies, white papers, eBooks, and blog content for mid/bottom-funnel nurture programs.

Content Manager

Nov 2015 – May 2016

Zavvie, Boulder, CO

- Developed and executed content marketing strategy for a VC-backed real estate startup, including editorial calendar, publishing, and distribution.
- Partnered with the development team to build an SEO-optimized publishing platform, increasing visibility and revenue for 250+ Realtors on the platform.

Content Editor / Consultant

May 2014 – Jun 2015

Cross Brand Promotions LLC, Denver, CO

- **Grew client website traffic 25x** (10K to 250K monthly visitors) through SEO-based content marketing strategies.
- Managed 15+ client accounts simultaneously with 80%+ repeat engagement rate.
- Assisted in developing and executing SEM and PPC campaigns to supplement organic content programs.

EDUCATION

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

TECHNICAL SKILLS

Marketing Platforms: Marketo, HubSpot, ActiveCampaign, Eloqua, Mailchimp, Salesforce Marketing Cloud

Paid Media & SEO: Google AdWords, Bing Ads, AdRoll, Choozle/Programmatic, Google Analytics, SEMrush

Project Management: Wrike, Asana, JIRA, Trello, Monday.com, Google Suite, Microsoft Office

CMS & Web: WordPress, Squarespace, Wix, Shopify, Salesforce Experience Builder, Framer, HTML/CSS

Design: Adobe Suite (Photoshop, InDesign, Illustrator, Premiere), Canva

AI Tools: Claude, ChatGPT, custom GPT frameworks, AI-powered content workflows and prompt engineering