

Renaldo Smith

Senior Copywriter | B2B SaaS & AI Content Strategist | SEO & Demand Generation Expert

Fort Lauderdale, FL · +1.786.260.5440 · renaldo.smith5@gmail.com · [LinkedIn](#) · [Portfolio](#)

CAREER PROFILE

Strategic senior copywriter with 15+ years of experience crafting high-converting content for B2B SaaS, fintech, and enterprise technology brands. Proven track record driving demand generation, pipeline growth, and full-funnel engagement through AI-augmented content workflows, SEO-first storytelling, and cross-functional collaboration with product marketing, UX, and data teams. Adept at translating complex platform capabilities into benefit-driven narratives for C-suite and technical buyers. Skilled in leveraging generative AI tools (ChatGPT, Claude, Jasper) to accelerate content production without sacrificing brand voice or strategic intent. Certified in UX, SEO, email marketing, and content strategy.

CORE COMPETENCIES

Content & Copy	B2B SaaS Copywriting · Long-form & Short-form Content · UX Microcopy · Technical Writing · Brand Voice Development · Thought Leadership
SEO & Growth	SEO Strategy · Keyword Research · On-Page Optimization · Content-Led SEO · Organic Traffic Growth · SERP Copywriting · A/B Testing
Strategy & AI	AI-Augmented Content Workflows · Prompt Engineering · Generative AI Tools · Content Strategy · Demand Generation · Conversion Rate Optimization (CRO)
Channels	Email Marketing · Social Media · Sales Enablement · Product Marketing · Case Studies · Web Copy · Video Scripts · Whitepapers
Tools	HubSpot · Google Analytics · SEMrush · Figma · Jira · Confluence · WordPress · Jasper AI · Claude · ChatGPT · Monday.com

PROFESSIONAL EXPERIENCE

Senior Marketing Copywriter

Chartbeat, Inc. · Remote · 2025–Present

- Own end-to-end messaging strategy for Chartbeat's B2B SaaS suite using AI-augmented content workflows, driving product differentiation and audience clarity for a global publisher base of thousands.
- Develop high-performing content across web, product marketing, case studies, email nurture sequences, sales enablement, and video scripts — aligned to demand gen, pipeline, and customer retention goals.
- Lead social media content strategy across LinkedIn and X, leveraging generative AI tools and prompt engineering to produce on-brand posts, campaign copy, and engagement-driven narratives at scale.
- Produce customer-facing newsletters and press releases that drive brand authority, announce product updates, and maintain consistent AI-assisted communication across the publisher ecosystem.
- Collaborate cross-functionally with product marketing, UX, and data teams to apply machine learning insights and optimize conversion paths and storytelling across the full buyer journey.

Senior Copywriter

Globant · Remote · 2024–2025

- Led copy development for global digital transformation campaigns at a \$2B+ technology company, delivering messaging aligned with brand standards and enterprise business goals.
- Produced B2B marketing collateral including web copy, thought leadership articles, case studies, email campaigns, and video scripts targeting C-suite and decision-maker audiences.
- Partnered with UX and design teams to ensure cohesive storytelling across digital touchpoints, with a focus on B2B tech innovation and AI-driven service offerings.
- Developed content strategies for major product and service launches, optimizing for brand impact, SEO performance, and demand generation outcomes.
- Mentored junior writers and helped standardize brand voice guidelines across global regions, improving content consistency and team output efficiency.

Marketing Lead / Senior SEO Content Writer

Cinch Home Services · Boca Raton, FL / Remote · 2023–2024

- Wrote weekly SEO-optimized blog content for D2C audiences across home warranty, real estate, and insurance verticals — leveraging keyword research, topical authority, and search intent mapping.
- Built full-funnel D2C content strategy spanning awareness-driven editorial to conversion-focused web copy and lifecycle email campaigns.
- Led content calendar strategy and social media planning to maintain brand consistency and drive engagement.
- Supported email marketing with copy for quarterly customer newsletters and campaign-based promotions.

Key Quantified Achievements

- **Drove a 124% increase in e-commerce sales through strategic, conversion-focused copywriting.**
- **Deployed email marketing campaigns that produced a 121% increase in email-driven traffic.**
- **Generated copy-led traffic resulting in a 68% increase in website sessions and 5.2M+ new visitors.**

Senior Copywriter

Santander / OpenBank · Boston, MA / Remote · 2021–2023

- Wrote persuasive, user-centric content for B2C digital channels (mobile app, website) and internal communications, including High-Yield Savings Account campaigns, fraud letters, and educational product content.
- Enhanced brand consistency across digital touchpoints by updating voice guidelines and aligning messaging with a modern fintech identity — reducing customer confusion and lowering call center volume.
- Optimized app and web UX microcopy in line with Apple and Android standards to ensure seamless, accessible digital experiences.
- Conducted competitive intelligence and market research to deliver differentiated, compliance-aware messaging across B2B and B2C channels.

Content Strategist

CommonWell · Miami, FL / Remote · 2020–2021

- Managed end-to-end content and campaign lifecycles — from strategic planning through execution — ensuring alignment with brand goals and business KPIs.
- Crafted multi-channel brand messaging and copy across digital, print, and social platforms including eCommerce, CRM email journeys, and brand storytelling.
- Collaborated with strategy teams to develop creative briefs, campaign frameworks, and content concepts.

Senior Copywriter — Product Marketing

ArisGlobal · Miami, FL / Remote · 2019–2020

- Developed B2B content for a global life sciences SaaS platform, including go-to-market messaging, product launches, web copy, email campaigns, factsheets, and whitepapers.
- Partnered with product, sales, and marketing to translate complex platform capabilities into accessible, benefit-focused messaging for enterprise and C-suite buyers.
- Aligned all SaaS content with brand voice while supporting SEO strategy and pipeline growth objectives.

EDUCATION & CREDENTIALS

B.Sc. in Journalism & Mass Communications (Cum Laude) · Florida International University, Miami, FL · 2009

Certifications

- UX Foundations — HFI Training, 2024
- SEO Certification — HubSpot Academy, 2024
- Email Marketing Strategy Certification — HubSpot Academy, 2024
- Content Marketing Certification — HubSpot Academy, 2024

Technical Proficiencies: Google Analytics · SEMrush · HubSpot · Figma · Jira · Confluence · WordPress · Jasper AI · Claude · ChatGPT · Monday.com · Ahrefs