Martin Etchegaray

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SUMMARY

I craft content strategies that drive engagement, authority, and growth for brands in B2B, AI, and emerging tech.

My work spans agencies, tech companies, and AI startups, always with a focus on narrative design, information architecture, and system-level thinking.

I'm currently managing content for Sculpt, building Corpay's official Reddit presence via Toptal, and doing consultancy on the side, covering:

- Data-driven content strategies.

- Thought leadership that establishes industry credibility.

- Content strategy and copywriting for SEO, GEO, AI Search.

- Reddit strategy and community management as a search and AI visibility channel.

- Organic and paid campaigns.

- Managing strategies for CEOs, founders, and brands.

Here's my portfolio with work samples.

Tools I use include:

- **Content management systems:** Contentful, WordPress, Webflow, Google Workspace, custom CMS solutions.
- **Analytics and research:** Ahrefs, Semrush, Google Analytics, Google Search Console, BuzzSumo.
- **Workplace and productivity**: Slack, ClickUp, Asana, Trello, Airtable, Google Suite, Slite, Airtable, Canva, Figma, Confluence.
- **Automation**: Make.
- **AI**: Claude, Claude API, MCP connectors, ChatGPT, ChatGPT API, Luma AI.

SKILLS

- Content strategy.
- Content creation.
- Copywriting.
- Editing.
- Storytelling and narrative design.
- Search engine optimization (SEO).
- Workflow automation.
- AI skill creation.
- Fluency in English and Spanish.
- Paid ads (Google, Meta, Reddit).
- Social media content.
- Reddit marketing and community management.

EXPERIENCE

Content Marketing Manager
Sculpt
December 2023 - Present

Sculpt is a social media marketing agency specializing in the B2B industry, serving clients like Uber for Business, Atlassian, and Dialpad.

As a Content Marketing Manager, I aim to keep the agency's web content relevant and fresh to improve visibility and traffic (In my first year, I tripled organic traffic and attained dozens of top 3 positions in SERPs).

Content Expert
Toptal
December 2023 - Present

I joined Toptal after passing the company's demanding evaluation process, and I am now offering my services through their dedicated, exclusive network of elite 3% freelancers.

Reddit Strategist
Corpay via Toptal
July 2026 - Present

Corpay (NYSE: CPAY) is a global corporate payments company.

Engaged via Toptal to create and manage Corpay's official Reddit presence (r/Corpay). My role covers:

- Reddit strategy, moderation policy, and community management.

- Built as an SEO/GEO play: owned subreddit content designed to rank in Google and get cited in AI-generated answers, not just a support channel.

Content Operations Manager
Smile Doctors via Toptal
September 2025 - May 2026

Deployed via Toptal to manage enterprise web operations for Smile Doctors, my role involves:

- Bridging the gap between DevOps and Content Marketing for the largest orthodontic network in the US.

- Multi-site orchestration: Part of a team that administrates for 50+ localized CMS instances.

- Technical environment: Managing updates, plugin architecture, and CMS configuration.

Content Manager
Make
January 2023 - October 2023

Make allows anyone to visually create, build, and automate anything.

As a Content Manager and Senior Editor, I produce relevant, authoritative content that resonates with our target audience and converts.

On top of this, I'm responsible for sourcing and producing content from internal and external sources, managing freelance collaborators, and researching new ideas and stories regularly.

Senior Content Writer & Editor
Make
Feb 2022 - December 2022

Make allows anyone to visually create, build, and automate anything.

As a Senior Content Writer and Editor, I strive to produce consistent content and copy for a variety of purposes, including:

- Blog posts
- Customer stories
- Use cases
- Email copy
- Web copy and microcopy

The role has also allowed me to expand my SEO knowledge regarding keyword/topic research, link-building strategies, and cross-brand collaborations.

Senior Content Writer & Editor
Integromat
April 2021 – February 2022

Integromat is the leading solution to connect apps and automate workflows in a few clicks.

As a Senior Content Writer and Editor, I'm responsible for:

- Producing and editing content in collaboration with cross-functional teams
- Researching topics and keywords
- Helping new writers in their content production efforts
- Maintaining the brand voice across multiple channels and content formats
- Assisting other teammates in their editing, content, and copywriting tasks

In addition, I like to contribute to community-building efforts by engaging with users and prospects, answering questions, and encouraging conversation across online communities.

Content Strategist
Integromat
August 2019 – March 2021

Integromat is the leading product in the workflow automation space, allowing for powerful integrations between hundreds of apps, as well as automation of all kinds of processes.

As a Content Strategist, I'm usually involved in:

- Content strategies and ideas
- Keyword and topic research
- Content production: articles, use cases, social media content, guides, scripts.
- Search engine optimization, along with the Head of Marketing

In addition, I engage with users and prospects online, answering questions and encouraging conversation across online communities and forums.

Content Specialist
Doing Good Branding
April 2019 – August 2019

A digital branding and marketing agency focused on US-based SMBs, Doing Good was the first job that introduced me to the world of workflow automation.

As a Content Specialist, I provided copywriting services to the agency's clients, which included a Boston-based automation company that develops connectors (API connectors) for accounting software products like QuickBooks.

Head of Content
Cronbit
May 2018 – March 2019

A creative and software development services agency, Cronbit offers concept, content, and product development solutions to several industries, including health, logistics, and tourism. As the agency's Head of Content, I was involved in:

- Concept and content strategy development
- UX writing, content writing, and editing
- User research and product development support
- Business and market analysis

Brands that trusted our work include Shuttle Spain Transfers, Pedro's Boat, and Menorcasa.

Head of Content
Cozmic Group, Inc.
May 2017 – June 2018

An NYC-based marketing agency, Cozmic Group offers innovative ideas and unique brand messages to companies.

As the agency's head of content, I planned and developed creative concepts, content, and communication pieces for a broad number of clients. Other responsibilities included:

- Helping brands develop a voice of their own
- Writing, editing, and reviewing content, including social media posts, articles, blog posts, PR releases, style guides, landing pages, newsletters, speeches, and presentations
- Providing advice on digital content, trends, and UX.

Some of the companies we worked with include:

- Bankai Group
- Panamax
- CallNRoam
- BBT Voice
- English For A Song
- Carriox Capital

Content Developer | Writer | Researcher
Freelance
Mar 2013 – May 2017

Whether it's a digital marketing campaign, a speech, a script, or a pitch deck, I deliver quality, time-bound results.

My work has appeared in The Cauldron (by Sports Illustrated), How We Get To Next, Lugares Magazine, and El País.

Companies I enjoyed working with include:

- Techsmith. I was hired to research and report on the future of presentation and video creation software
- Skedules.io. I was hired to analyze web content and work on bug reporting during the product development stage
- ELMA. I conducted a full report covering the Argentine BPM software market
- Totally Communications / CC Group. I conducted a full report on blockchain technology and its potential applications within many industries, ranging from financial services to agribusiness
- Motherpedia. I wrote 50+ articles addressing multiple subjects in an accessible, friendly tone for the site's main audiences
- Jelly. I worked as a product beta tester in the pre-launch stage

Field Manager
Nuevos Montes
January 2010 – November 2011 (1 year, 11 months)

Nuevos Montes is a forestry services company with operations in the countries of Argentina and Uruguay.

It offers end-to-end forestry services to individuals and corporate clients, including plantation, harvest, and commercialization of wood products.

Nuevos Montes also acts as a recognized consultant in the fields of biomass and pulpwood production.

I initially started as an administrative clerk but quickly moved up to a managerial position using effective team management and problem-solving skills.

Some of my responsibilities included:

- Overseeing field operations daily, caring for the employees' needs, and reporting results to management.
- Controlling harvest operations, including pulpwood weight measurements, workplace safety levels, mechanical issues, and employee rotation.
- Maintaining fluid contact with ranch/forest owners, reporting to them about operations, deadlines, and results

Copywriting Trainee
NSB
June 2009 – December 2009 (6 months)

Non Stop Branding (NSB) is a marketing agency with offices in Argentina, Mexico, and the USA.

I joined NSB right after graduating from college. Working as a copywriter, I was involved in content creation for several clients, including:

- Coca-Cola Argentina
- Ledesma
- Éxito (paper brand)

EDUCATION

BA in Advertising
Universidad de Ciencias Empresariales y Sociales (UCES – Buenos Aires)
2004 – 2011

Business Administration Program
San Vicente de Paul High School
2000 - 2003

OTHER

- Cambridge's First Certificate in English (year 2000)
- Tech savvy
- Travel availability: up to 20% of the time.
- Double citizenship, Argentina / France, with up-to-date passports
- LinkedIn profile
- Portfolio