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B2B CONTENT & VIDEO MARKETING LEADER

Strategic Systems | Scalable Execution | Cross-Functional Judgment

Marketing leader with 20+ years of experience turning complex technical offerings into scalable narratives, content systems, and video strategies that drive measurable outcomes. I design operating models that reduce ambiguity, increase alignment, and accelerate production without sacrificing message clarity. Known for leading through execution, integrating generative AI into workflows, and making tradeoff decisions that unlock long-term leverage and drive cross-functional GTM clarity.

SELECTED IMPACT

- **Reset Global Webinar Execution:** Clarified ownership and decision rights across teams using role-mapping frameworks for responsibility, accountability, and consultation (e.g., RACI). This eliminated late-stage feedback churn and improved MQL conversion.
 - **Scalable Video Ops Redesign:** Transitioned video from studio-heavy, personality-led formats to voiceover-driven modular storytelling, increasing reach, reuse, and global brand consistency.
 - **Repurposing Engine Built from Webinars:** Reframed long-form content into modular assets used across product, sales, and web, multiplying impact without additional production resources.
 - **Website Infrastructure Overhaul:** Led full-site rebuild under budget and with long-term maintainability in mind—clarifying navigation, reducing tech debt, and increasing engagement.
 - **AI-Driven Brand Alignment Tool:** Co-developed a Copilot-based tool for aligning content to brand tone-of-voice, introduced globally as part of the AI-Marketing Task Force. Guided system design to ensure wide applicability for public-facing content creation.
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CORE CAPABILITIES

- Narrative & Positioning Development
 - Scalable Content & Video Operating Models
 - Cross-Functional Decision Alignment
 - Product & Platform Storytelling
 - Webinar, Demo & Live Event Systems
 - Repurposing & Content Leverage Strategy
 - B2B SaaS & Technical Buyer Messaging
 - AI-Integrated Content Workflows
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MARKETING & CONTENT LEADERSHIP

Milestone Systems — Global Content Marketing Manager (*Functioning at a Director Level*)

2021–Present | B2B Software | Denmark & United States

Ongoing Responsibilities:

- Own global content and video strategy, operating across brand, product marketing, and demand generation.
- Collaborate across time zones and functions: executive leadership, product SMEs, and external vendors.
- Serve on AI-Marketing Task Force, shaping policy, experimentation, and tooling across the org.

Key Achievements:

- Designed and operationalized global webinar and video systems that reduced decision friction, enabled repurposing, and scaled production.

- Created end-to-end content workflows including editorial, SME coordination, live moderation, and FAQ post-production.
- Embedded generative AI (ChatGPT, Gemini, CoPilot) into content and video ops, cutting turnaround time by 40% while increasing consistency.
- Led scripting, editing, and activation for high-impact product video, webinar, and campaign assets.
- Co-developed a brand tone-of-voice alignment tool in Copilot, introduced globally to support consistent, AI-integrated content creation at scale.

LENSEC — Head of Marketing Communications

2014–2021 | *Houston, TX*

Built and led the company's integrated marketing operations across content, brand, field, and channel programs, shaping go-to-market alignment, digital experience, and partner strategy for enterprise and public-sector buyers.

Key Achievements:

- Designed cross-functional content systems spanning brand messaging, SEO, product positioning, and video production.
- Operationalized GTM messaging workflows with product and executive stakeholders, improving consistency across sales, web, and partner programs.
- Developed and enforced co-marketing playbooks with channel partners, driving aligned execution and shared lead accountability.
- Directed the architecture and rollout of a full company website rebuild, balancing UX, tech debt reduction, and long-term maintainability.
- Managed internal and freelance teams across disciplines, standardizing execution models and improving delivery under resource constraints.
- Led campaign and field enablement efforts across events, webinars, and regional partner initiatives to support adoption and market reach.

Supercircuits — US Regional Sales Manager, Public Sector

2009–2014 | *Austin, TX*

Acted as a strategic bridge between product, sales, and marketing for complex FED/SLED buyer cycles.

KVUE 24 News — News Assignment Manager

2001–2006 | *Austin, TX*

Managed live editorial operations, coordinated field teams, and shaped fast-turn video narratives—laying the foundation for real-time judgment and cross-functional decision-making.

Education

B.A. in Communications, Southern Arkansas University

TOOLS & PLATFORMS

Adobe Creative Suite (Premiere Pro, After Effects, Illustrator, Photoshop, Audition) · WordPress · HubSpot · Salesforce · ChatGPT · Google Gemini · Microsoft Copilot