

Jerrick Haddad

Content Strategy | Communications | Digital & AI

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SUMMARY

Communications leader with 15+ years of experience building the strategy, systems and content that bridge the gap between what organizations know and what their audiences need to hear. Proven track record leading digital infrastructure, editorial programs, benchmarking research and AI implementation for C-suite and Fortune 500 audiences. Combines data-driven thinking, design and decision making with human-centric storytelling.

EXPERIENCE

Page Society / Director, Thought Leadership & Digital Content Strategy

March 2020 - March 2026 | NYC

Role expanded to Director, Thought Leadership in 2026 from Director of Digital Content Strategy (2020-2025)

Led content strategy, digital infrastructure and thought leadership for one of the world's most respected C-suite communications organizations, serving Fortune 500 CCOs and senior executives globally.

Thought Leadership

- Delivered the industry's first benchmarking surveys and sector trend reports, translating quantitative and qualitative research into actionable insights for a senior executive audience of ~1,400 members
- Core team member for the full RFP process for "Artie" the AI chatbot through content audits, ingestion, response training, optimization and integration of insights into the reporting structure
- Chaired the Page Editorial and Thought Leadership committee, aligning member insights with Page's annual content and research agenda

Digital Content Strategy

- Led a digital infrastructure overhaul of brand websites resulting in 200%+ traffic growth over three years and significantly creating stronger brand engagement
- Drove a membership marketing campaign with an 88% landing page completion rate; maintained 30%+ newsletter open rates, above B2B industry average of ~21%
- Created and executed a tip-to-tail, holistic content philosophy across the full member journey, using data to plan and track engagement across six channels: web, blog, email, newsletter, podcast and events
- Oversaw an annual content output of 100+ pieces including newsletters, blog posts, 12 podcast episodes and five benchmark and research reports while maintaining consistent editorial quality
- Pioneered Editorial Committee driving cross-functional collaboration & alignment on themes globally
- Developed KPIs aligned to business goals, building analytics frameworks to track content efficacy and member engagement across all channels

CEMEX / Digital Strategist

2012 – 2019 NYC | Global role across 20+ countries

Bridged Global Communications, Marketing and Investor Relations, building a global content and social media function from the ground up across 20+ business units worldwide.

- Built and scaled a global social media strategy across 20+ business units, designing and executing integrated campaigns including the CEMEX Go launch and one-year anniversary reaching 20,000+ customers across all markets with localized creative in each region

- Reported directly to the CEO monthly on social media performance and digital marketing metrics
- Developed global brand narrative and messaging frameworks adapted for cultural and regional relevance across 20+ countries and 4 languages
- Established editorial governance, reporting standards and best practice frameworks shared across all global business units via monthly regional calls and a dedicated internal newsletter.
- Collaborated with Investor Relations to align external communications with investor expectations in a publicly traded regulated environment

Freelance / Digital Marketing & Social Media

2010 – Present, Remote

- 2026 | The People You Meet in Old Town Podcast: Podcast production, distribution and analytics
- 2022 | SETMD: Design and implementation of marketing, communications, social media and leads pipeline; developed streamlined processes to scale efforts into new US markets
- 2021 | World NTD Day 2021: Assisted in development, execution and consolidated reporting for global health awareness event; coordinated participation of 250+ global partners
- 2020 | TeachersPayTeachers: Developed content calendar, UGC and approvals process, copy, reporting and daily engagement across Facebook, Instagram, Twitter, LinkedIn and YouTube
- 2012 | Obama for America: Design Fellow, adapting country-wide campaigns to local markets

Partners Healthcare / Video Producer & Content Strategist

2006 – 2010 Boston, MA | Harvard Teaching Hospitals

- Worked within a regulated healthcare environment to plan, direct and edit weekly video shoots for Harvard teaching hospitals
- Partnered with physicians and SMEs to develop and deliver learning courses to international clients
- Assisted in creation of online communities and telemedicine networks to provide high-quality care to underserved populations

EDUCATION

Glasgow School of Art

Masters in Visual Communication *2010 – 2012 Glasgow, Scotland, UK*

Marist College

Bachelor of Science (Cum Laude), Digital Media *2003 – 2005 Poughkeepsie, NY*

Certificates

- Fundamentals of Generative Engine Optimization (GEO) Certificate (2026)
- Institute for Public Relations (IPR) Master Class: Strategic Communications Certificate (2021)
- General Assembly Digital Marketing Certificate (2018)

SKILLS & TOOLS

Content & Strategy: editorial strategy, content strategy, storytelling, editorial planning, thought leadership, benchmarking research, KPI development, analytics, SEO, GEO. AEO, email marketing, newsletter strategy and production, podcast editing and production

AI & Technology: Generative AI daily use, process & task automation across: ChatGPT, Claude / Claude Cowork, Gemini and NotebookLM. Experience with AI Chatbot implementation, CMS/WordPress, Google Analytics, Jira, HubSpot, Hootsuite, Buffer, Facebook Business Manager, basic HTML/CSS

Creative: Adobe CC Suite, Canva, Descript