Meg Esja Matich

Brand Strategy & Integrated Marketing

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EDUCATION

Columbia University, 2015
Master of Fine Arts in Creative Writing and Translation

St. Vincent College, 2011
Honors College, Bachelor of Arts in English and German

Fulbright Scholar, 2016–2017
University of Iceland, Language

Harvard University, 2025
Fellow/Scholar, Institute for World Literature 2024 & 2025

LANGUAGES

English — Native
Icelandic — Advanced
Swedish — Intermediate
German — Intermediate
Danish / Norwegian — Reading
Russian — Basic

SKILLS

- Cultural, audience, and human insight
- Product marketing strategy & go-to-market
- Brand strategy, integrated campaigns
- Creative concept development
- Messaging, positioning, narrative
- Buyer journey & persona development
- Demand generation & lead qualification
- Sales enablement & internal education
- Analyst & partner marketing
- Content strategy & editorial governance
- Market research, customer insight
- Cross-functional and agency leadership

SUMMARY

I'm a poet-translator at heart – of Icelandic, German, Danish, Swedish – and this practice of poetry and critical reading has brought me equal success in marketing. Both fields call for forensic attention above and beyond what abstract research can tell you; thinking deeply in a sustained way, across time and space, and multilingually is the strongest muscle in my body.

Forensic investigation beyond the obvious has helped me as I've built brands from the ground up. As one small example, to market technical products at NetApp, I created the Innovation Hour video series to showcase extraordinary work by our developers, projects that inspired a sense of wonder and appealed to technical audiences and end users. At DI Squared, I worked in lockstep with engineers and partners to build buyer personas and an IDC thought leadership program that spoke to both hands-on data teams and the executives who sign off on large B2B purchases.

In strategic marketing, I've built and written for a travel magazine that drew 50,000+ visitors in its three months; led New York Times and Wired sponsored storytelling; and created a pay equity knowledge center and brand system that contributed to 12× web growth at PayAnalytics. At NetApp, my programs influenced $1.1B in pipeline and supported 167% YoY growth in Cloud.

WORK

Marketing Director
09.2024 – 05.2026

DI Squared, Iceland/Remote

Built DI Squared's marketing function from the ground up, repositioning it from software reseller to a white-glove data and infrastructure consultancy with strong technical expertise.

- With 95% of business through referrals, conducted a 60-point journey analysis to identify gaps, then used the findings to design the company's first integrated marketing strategy and drive 300% web traffic growth.
- Led an IDC thought leadership program, turning third-party authority into a demand gen channel, bringing in 90+ BANT-qualified leads.
- Built repeatable multi-channel models to scale execution; worked with practice leaders, trained junior staff, and doubled LinkedIn following in six months.

Senior Content Strategist – Brand & Demand
05.2023 – 05.2024

PayAnalytics, Iceland

I helped a fast-growing Nordic SaaS scale-up make the business case for companies to adopt its pay equity and workforce analysis software, building its voice-and-values brand and turning regulations and domain expertise into educational resources that contributed to 12× web traffic growth.

- Created a 70-page brand and editorial guide to codify PayAnalytics' domain expertise into a shared positioning, voice, audience, and messaging system, working with founders and in-house experts to articulate the company's unique value to pan-European and North American buyers.
- Led end-to-end thought leadership program, translating deep research into buyer education that strengthened brand credibility and market authority, contributing to 12× web-traffic growth and Innovation Award recognition.
- Built the scalable execution framework for the program, managing contractors and agencies and training staff; cut publication time from weeks to hours and doubled social following in six months.

NetApp, Iceland (01.2019 – 05.2023)

Marketing Manager & Senior Content Strategist, Google Cloud
2022 – 2023

Led content marketing for NetApp's Google Cloud partnership, translating complex technical capabilities and customer needs into clearer product narratives and opportunities for install base growth.

- Developed messaging frameworks for complex technical use cases, working across Partner and Product Marketing, Customer Experience, and Professional Services to align product stories with sales motions.
- Surveyed 100+ customers and analyzed install base responses to identify opportunities to improve user experience, increase adoption, usage, and upsell.
- Turned customer research into product strategy, partnering with IDC on a Business Value Study and with Professional Services to shape NetApp's consulting offerings around emerging customer needs.

Marketing analytics, martech & operations

Marketing Manager & Brand Content Strategist, Reputation-to-Revenue (Brand)

2020 – 2022

Asked by Director to join new Reputation-to-Revenue team for global brand refresh, helping reposition NetApp from data center provider to cloud-centric business. I developed brand programs that influenced $1.1B in pipeline, supporting 167% YoY growth.

- Reoriented NetApp's content strategy around buyer needs, analyzing audiences and buying committees to build the content, messaging, and thought leadership to establish authority and influence complex B2B decisions.
- Built and led integrated programs from awareness to intent, selecting and managing agencies and freelance specialists across writing, design, and video; grew to 156,000 new visitors in six months, 2.3% conversion, and 9.3% direct-to-revenue-stream traffic from content.
- Developed brand-building programs with The New York Times, NPR, and Conan O'Brien, reaching previously untapped audiences through "big swing" channels.
- Partnered with Sales and Learning Services to turn positioning into internal education, building training and decks to support global sales teams in articulating NetApp's identity and portfolio.

Managing Editor – Product Marketing & Partnerships – AWS, GCP, Azure

2019 – 2020

Recruited by the Director of Go-to-Market for cloud products, I shaped the editorial strategy and governance for NetApp's partnerships with AWS, Azure, and Google Cloud and built the company's first centralized global publishing pipeline.

- Acted as editorial gatekeeper for senior SMEs, making final decisions on what to publish externally and on internal sales channels, while managing external agencies across paid and owned properties.
- Developed editorial guidelines and content standards that defined how customer needs and perspectives were reflected across NetApp's global cloud product content.
- Partnered with the Office of the CTO on thought leadership, positioning NetApp as a cloud authority during its early brand transition.
- Led the global selection and adoption of content and project management (martech) systems, defining requirements, evaluating vendors, and partnering with the Marketing Technology Office through implementation.

Founder & Creative Director

2013 – Now

Meglenska (Translation, Writing, Production, and Branding), Remote

As founder, I provide editorial leadership, brand strategy, and storytelling for technology, publishing, and cultural clients. I also translate literature. Work has earned Microsoft awards for clients and recognition from Fulbright, Harvard, Columbia, and the NEA.

- Published seven books as translator and author, earning praise from Oprah Magazine and The New York Times
- Served as editor-in-chief of a travel magazine that attracted 50,000 visitors in its three months.
- Led writing and editorial for technology and publishing clients including Insight, Macmillan, Routledge, and Seeq.
- Co-founded and produced a quarterly immersive poetry-based theatre show in Reykjavík, managing a 70+ person cast and crew and attracting audiences of 100+ per show.

Copy Editor / Asst. Copy Editor – Latin America

2011–2012 | 2015–2018

S&P Global, New York

Referred by the Managing Editor into a high-volume, time-sensitive editorial operation at a leading global financial services company. Published 1,500+ assets in a year—the highest volume on the team.