

BRET KERR

CONTENT STRATEGIST | CYBERSECURITY + AI-NATIVE CONTENT
WORKFLOWS

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Abnormal AI Content Marketing Team

Re: Content Strategist, R-101014

Dear Abnormal AI Hiring Team,

I recently published independent analysis of the Anthropic v. Abnormal AI dispute, translating the filing and public response into an executive brief, competitive narrative, risk and opportunity map, social dispatch, and visual assets. Evan Reiser engaged directly with the LinkedIn post and shared Abnormal's response in the thread. That exchange made this opening feel unusually concrete: the role is about exactly the work I enjoy - finding the signal inside complex source material and turning it into clear, activation-ready content that can travel across channels.

I bring nearly a decade of cybersecurity content experience from Mimecast, where I worked across Product Marketing, Demand Gen, Brand, PR, Customer Advocacy, Sales, and executive teams. I turned product launches, customer interviews, webinars, technical research, and internal conversations into campaign videos, customer stories, social cutdowns, presentations, sales assets, and executive narratives. The recurring challenge was not simply creating more content. It was preserving the core message while adapting it for the audience, format, funnel stage, and moment.

Since leaving Mimecast, I have built Context Jamming as an AI-native research and content lab. My [Agentic Content Marketing](#) work demonstrates how Claude, ChatGPT, Gemini, structured prompts, semantic research, and editorial QA can accelerate distillation and repackaging without replacing human judgment. My [AI skills portfolio](#) shows the underlying workflows and systems. I also won Lane 2, Best in Show at the Open Accelerator Agent Skills hackathon at Red Hat Boston for SkillMemoryBank, a persistent AI skills and context-memory system built with Claude, IBM Granite, Gemini, Next.js, React, and Cloudflare.

What I would bring to Abnormal is a hands-on content generalist with deep cybersecurity context, strong writing and editing fundamentals, and a practical point of view on AI-assisted content operations. I can take a threat report, webinar, customer story, internal podcast, or rough campaign brief; identify the useful narrative; produce the core asset; and map the derivative opportunities across email, landing pages, social, slides, clips, contributed content, and other amplification plays. I am comfortable moving quickly across multiple stakeholders while keeping voice, accuracy, and campaign alignment intact.

I would welcome the opportunity to help Abnormal get more value from every strong idea and source asset - and to build lightweight workflows that make that system faster, more consistent, and more useful to the market.

Sincerely,
Bret Kerr