

BRET KERR

CONTENT STRATEGIST | AI-NATIVE CONTENT OPERATIONS |
CYBERSECURITY

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contextjamming.com

PROFILE

Hands-on B2B content strategist and multimedia operator with 10+ years translating cybersecurity, AI, product, customer, and executive inputs into clear campaign narratives and activation-ready assets. Combines strong editorial judgment with AI-assisted workflows for distillation, repackaging, derivative content, and cross-channel distribution. Comfortable as a fast-moving individual contributor working across Product Marketing, Integrated Marketing, Social, Editorial, Brand, and Creative.

DIRECT FIT FOR ABNORMAL

- Cybersecurity fluency from nearly a decade at Mimecast, translating technical products, threat narratives, customer proof, webinars, and executive inputs into buyer-ready content.
- AI-native content operations: Claude, ChatGPT, Gemini, structured prompt systems, transcript workflows, semantic research, editorial QA, and reusable repurposing pipelines.
- Derivative asset production across landing pages, email, social copy, slides, carousels, infographics, clips, short-form video, customer stories, webinars, and executive briefs.
- Proven ability to find the campaign angle inside messy source material, preserve message consistency, and move quickly without surrendering judgment or accuracy.

EXPERIENCE

ACRA Insight / Context Jamming | Founder, AI Content Strategist & GTM Systems Builder

2025 - Present

- Build and publish an AI-native research and content practice focused on cybersecurity, enterprise AI, marketing systems, and executive-ready analysis; turn long-form research into campaign packages, social posts, visual explainers, landing pages, and multimedia derivatives.
- Published a multi-asset analysis of the Anthropic v. Abnormal AI dispute, including an executive brief, narrative and competitive map, risk/opportunity framing, social dispatch, and visual content; the coverage prompted direct LinkedIn engagement from Abnormal CEO Evan Reiser.
- Created the Agentic Content Marketing proof of concept at contextjamming.com/agentic-content-marketing and a public AI skills portfolio at contextjamming.com/book/skills, demonstrating repeatable research, synthesis, repackaging, and content QA workflows.
- Won Lane 2, Best in Show at the Open Accelerator Agent Skills hackathon at Red Hat Boston for SkillMemoryBank, built with Claude, IBM Granite via Ollama, Gemini, Next.js, React, and Cloudflare.

Mimecast | Video Production Manager / Content Developer / AI Automation Evangelist

2015 - 2025

- Led B2B cybersecurity video and content production across product launches, campaigns, customer stories, threat and research narratives, webinars, executive communications, events, social content, and sales enablement.
- Partnered across Product Marketing, Demand Gen, Brand, PR, Customer Advocacy, Sales, and executive teams to translate complex technical inputs into clear, cohesive content for different buyers, channels, and funnel stages.
- Built transcript- and AI-assisted workflows to identify high-value proof points, create derivative clips and summaries, and extend the useful life of webinars, interviews, and customer content while maintaining brand and editorial standards.
- Operated as a trusted hands-on editor and producer in a fast-changing global SaaS environment, balancing speed, stakeholder feedback, factual accuracy, and audience relevance.

CAPABILITIES & TOOLS

Campaign messaging; content repurposing; derivative asset strategy; writing and editing; cybersecurity storytelling; integrated marketing; content operations; landing pages; email; social; webinars; customer stories; executive communications; clips and short-form video; presentations; infographics; Claude; ChatGPT; Gemini; Next.js; React; Cloudflare; Adobe Premiere Pro; After Effects; Photoshop; Audition.

SELECTED PORTFOLIO

[Agentic Content Marketing](#) | [AI Skills Portfolio](#) | [Video Production](#)