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Content Marketing Manager | Technical Storytelling, Customer Stories, Video & AI Content Systems

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Formlabs Hiring Team
Somerville, MA

Dear Formlabs hiring team,

Formlabs' Content Marketing Manager role stands out because it is not asking for a traditional content producer. It is asking for a technical storytelling engine: someone who can understand complex products, interview customers and internal experts, produce written and video stories, support launches, and turn engineering value into content that moves engineers, designers, buyers, and sales teams. That is the kind of content work I have spent the last decade doing.

At Mimecast, I worked for 10 years across enterprise cybersecurity marketing, video production, customer storytelling, sales enablement, campaign content, executive communications, and technical narrative development. The subject matter was different from 3D printing, but the operating problem was very similar: take complex technology, extract the buyer-relevant truth from SMEs and customers, and package it into clear assets that help the market understand why the product matters. I have led that work in scripts, explainer videos, customer stories, webinars, campaign assets, sales narratives, and field-ready proof points.

One example I would bring directly to Formlabs is the customer testimonial pipeline I built at Mimecast. We had strong customer interviews, but the best proof points were buried in long transcripts and full-length videos. I used GPT to analyze transcripts, identify the strongest pain points and buyer-relevant quotes, and then turned those moments into short video clips organized by use case in Seismic. When SDRs and BDRs used those clips in outreach, we saw roughly a 30% lift in response rates. That experience maps closely to Formlabs' need for high-impact case studies and video stories that make technical value tangible.

More recently, I have been building ContextJamming.com as a public AI research and publishing platform, using Claude, OpenAI, Gemini, Claude Code, structured prompt systems, and web workflows to accelerate research, content architecture, editing, visual direction, and publication. I see AI as a way to increase content throughput and research depth, not as a replacement for taste, technical accuracy, or customer empathy. For a team like Formlabs, that means faster briefs, sharper interviews, better repurposing, and more consistent technical storytelling across web, social, email, video, and sales enablement.

I would be excited to help Formlabs tell the stories behind the physical things its customers are building - from prototypes and product designs to medical devices and manufacturing workflows. The role sits at the intersection of writing, video, technical curiosity, customer proof, product storytelling, and hands-on content operations. That is where I do my best work.

Best,
Bret Kerr