

Bret Kerr

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

Technical content marketer and enterprise storyteller with 10+ years translating complex B2B technology into customer stories, video narratives, sales enablement, campaign assets, guides, webinars, executive communications, and digital content systems. Strong fit for Formlabs: a hands-on content quarterback who can interview customers and SMEs, turn technical product value into clear narratives for engineers and business buyers, produce written and video case studies, and use AI-assisted workflows to increase research, production, and publishing velocity without lowering editorial quality.

FORMLABS ALIGNMENT

- Technical storytelling for builders: experienced turning complex technical topics into plain-language narratives for practitioners, executives, sales teams, customers, and non-specialist buyers.
- Customer story and video engine: led enterprise customer-story and video workflows at Mimecast, from interviews and transcripts to edited clips, proof points, case-study narratives, and sales-ready assets.
- Content quarterback: comfortable coordinating Product, Sales, Creative, Customer Success, executives, SMEs, external contributors, and review cycles to deliver accurate, conversion-focused content.
- Research-to-asset production: produces whitepaper-style explainers, guides, campaign modules, web copy, social derivatives, enablement notes, and executive narratives from deep research and stakeholder input.
- AI-native marketing stack: uses ChatGPT/OpenAI, Claude/Anthropic, Gemini, Claude Code, prompt systems, transcript analysis, structured research, SEO/GEO thinking, CMS-style publishing, and workflow automation.
- Hands-on media background: brings real video production, editing, scripting, storyboarding, talent direction, and multimedia packaging experience for technical and customer-facing stories.

SELECTED CONTENT / GTM PROOF

- Built a GPT-assisted customer testimonial pipeline at Mimecast: analyzed interview transcripts, identified strongest buyer-relevant quotes, edited short video clips, organized assets by use case, and uploaded them into Seismic for SDR/BDR outreach.
- That customer-proof play produced roughly a 30% response-rate lift when reps used short customer clips in outreach versus similar motions without the video proof point.
- Developed public AI and technology storytelling through ContextJamming.com, combining longform research, interactive pages, technical explainers, social-ready visuals, and fast publishing workflows.
- Created Proofpoint-oriented GTM and content strategy assets across AI/security positioning, competitive displacement, innovation messaging, and sales-relevant market intelligence.
- Built repeatable content systems for intake, SME review, transcript analysis, message extraction, writing, video cuts, QA, repurposing, and channel-specific distribution.

CORE CAPABILITIES

Content strategy, editorial planning, technical storytelling, customer interviews, case studies, video stories, whitepapers, guides, webinars, blog posts, website copy, sales enablement, sell sheets, campaign briefs, social and email content, executive communications.

AI-assisted content systems, transcript analysis, SEO/GEO/AEO thinking, CMS/web publishing, Salesforce/CRM-adjacent collaboration, Seismic, Google Analytics-style measurement, structured research, prompt systems, video production, Adobe Premiere/Media Encoder/Audition, After Effects familiarity.

EXPERIENCE

ACRA Insight / Context Jamming - Founder, AI Content Systems & Technical Storytelling Strategist | Boston, MA | 2025-Present

- Builds and publishes ContextJamming.com as a public proof surface for AI-native digital publishing, combining technical research, visual systems, interactive pages, social assets, and editorial-grade analysis.
- Uses frontier models and structured workflows to accelerate research, outline development, source synthesis, message testing, writing, editing, QA, visual direction, and publishing while preserving human editorial control.
- Creates technical explainers and product-market narratives around AI, cybersecurity, developer tools, content infrastructure, digital experience systems, and emerging marketing workflows.
- Developed Proofpoint-oriented strategy and campaign assets across Anthropic partnership positioning, Abnormal Security displacement, innovation messaging, MCP content marketing, and Mimecast competitive intelligence.
- Operates as a hands-on builder: drafts the message, designs the workflow, produces the asset, ships the page, creates social derivatives, and iterates based on audience and business context.

Mimecast - AI Creative Automation Developer & Video Production Director | Global Cybersecurity | 2015-2025

- Led enterprise content, video, customer-story, executive, campaign, and sales-enablement production for a global cybersecurity company, partnering with Product Marketing, Demand Generation, Creative, Sales Enablement, Product, Customer Success, and executive stakeholders.

- Translated complex technical security topics, product capabilities, threat narratives, customer pain points, SME interviews, and buyer objections into clear scripts, explainer videos, case-study assets, webinars, campaign content, and sales-ready narratives.
- Identified and interviewed customers and internal SMEs, then converted raw interviews and transcripts into high-value proof points, story arcs, video clips, enablement assets, and executive-ready messaging.
- Created repeatable production systems for stakeholder intake, creative briefs, scripts, storyboards, review cycles, brand consistency, quality control, publication, repurposing, and sales activation.
- Built the GPT-assisted customer testimonial workflow that surfaced the strongest buyer-relevant transcript moments, packaged short clips into Seismic, and helped SDR/BDR outreach generate roughly a 30% response-rate lift when clips were used.
- Produced and edited video and multimedia assets across customer stories, product explainers, campaigns, social cuts, internal communications, executive content, webinars, and event-adjacent programs.

Enterprise Communications / Digital Production | Earlier career

- Built foundation in editorial planning, visual storytelling, design-aware review, stakeholder communication, deadline-based production, and high-quality asset delivery for business audiences.
- Developed the operating discipline to turn ambiguous briefs into structured content plans, narrative options, polished assets, and repeatable execution standards.

TECHNOLOGY / TOOLS

AI and workflow: ChatGPT/OpenAI, Claude/Anthropic, Gemini, Claude Code, Codex, Cursor-style workflows, prompt systems, Python, JavaScript, TypeScript, Markdown, GitHub, transcript analysis, structured research pipelines. Content and marketing: SEO/GEO/AEO, CMS/web publishing, Salesforce/CRM-adjacent collaboration, Seismic, sales enablement, Google Analytics-style reporting, campaign planning, customer proof libraries. Video and creative: Adobe Premiere Pro, Media Encoder, Audition, After Effects familiarity, storyboarding, interview production, editing, captions, social derivatives, visual direction.

APPLICATION NOTE

Relevant public work: contextjamming.com and substack.com/@contextjamming26. AI workflow proof surface: contextjamming.com/book/skills. Video/customer-story work can be discussed through Mimecast portfolio examples and application materials.