



KYLIE LUTERAAN

PROFILE

B2B tech marketer turned freelancer. I help teams get their content in shape, keep campaigns moving, and stay sane when things get messy.

CONTACT

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🌐 draftedbykylie.com

TRUSTED BY

Clients across tech, in partner collaborations with **CIONET**, **AWS**, **Microsoft**, and **Google Cloud**, and backed by experience at **Cognizant**, **inTWO**, and **Wolters Kluwer**.

📍 Based in the Netherlands

🌐 Serving clients globally

KVK: 97788678

CURRENT

DRAFTED.

FEBRUARY 2025 - PRESENT

Content Lead

Sharpening messaging and accelerating content delivery for B2B tech brands.

Services include:

- Content strategy & campaign planning
- Copywriting (case studies, blogs, landing pages, e-books, whitepapers)
- Ghostwriting for executives and founders
- Editing & content optimization
- Dutch to (native) English translations

Marketing Consultant

Providing interim and fractional support for campaigns, partner programs, and internal communications.

Services include:

- Campaign & project execution
- Partner & co-marketing support
- Developing sales enablement content (case studies, pitch decks, one pagers—copy only)
- Internal communications

EXPERIENCE

COGNIZANT TECHNOLOGY SOLUTIONS

FEBRUARY 2021 - JANUARY 2025

Field Marketing Manager

- Marketing Lead for Cognizant's Digital Experience and Digital Studio practices, executing programs focused on Digital Transformation, Innovation, Metaverse, and Generative AI.
- Produced high-impact Generative AI events for C-level leaders, partnering with AWS, Google Cloud, and Microsoft; managed €40K+ budgets and drove exceptional attendee satisfaction.
- Grew LinkedIn followers for the Digital Experience showcase page by 11% (October 2021–October 2024), outperforming the industry benchmark of 6%.

Content Marketing Manager

- Sole content marketing lead for Benelux; owned strategy and creation across blog, web, social (5.9M+ followers), and email.

I'M KNOWN FOR

- CONTENT STRATEGY
- COPYWRITING
- CATCHING TYPOS (REALLY)
- CAMPAIGN EXECUTION
- ASKING SHARP QUESTIONS
- STAYING ORGANIZED

TOOLS I USE

- ADOBE PHOTOSHOP
- LINKEDIN CAMPAIGN MANAGER
- MAILCHIMP
- VARIOUS CMS (WORDPRESS, HUBSPOT, UMSO, AEM)
- META ADS (FACEBOOK & INSTAGRAM)

CERTIFICATIONS

- **GOOGLE ANALYTICS**
INDIVIDUAL QUALIFICATION
- **GROWTH TRIBE**
GROWTH HACKING 3 DAY CRASH COURSE

AWARDS

- **EMPLOYEE OF THE YEAR**
INTWO (2019 & 2020)

EDUCATION

- **Bachelor's Degree -
Media & Communications**
Webster University, Leiden
2012 - 2016

- Co-founded and led the European Content Committee to unify tone of voice across regions; facilitated content sharing between Benelux, GGM, and other European teams for use in localized field marketing campaigns.

Interim Field Marketing Manager, Communications, Media, and Technology

- Stepped in mid-cycle to lead marketing for the CMT vertical; ensured campaign continuity and delivered GTM plans aligned with sales priorities.

INTWO (FORMERLY RIB CLOUD)

MAY 2018 - JANUARY 2021

Marketing Communications Executive, Acting Global Marketing Lead

- Acted as global marketing lead during the company's acquisition and rebrand, developing a new brand identity and managing global rollout.
- Led content strategy and execution across digital and print for both legacy and new brand identities: blogs, press releases, social, ads, internal comms, and newsletters (2500+ and 500+ subscribers).
- Increased marketing-generated leads by 60%, grew LinkedIn followers by 327%, and boosted organic engagement by 38% through targeted campaigns (August 2018 – August 2020).
- Facilitated buyer persona and customer journey workshops to improve messaging, targeting, and campaign effectiveness.
- Collaborated with sales and partner teams to align messaging and drive pipeline growth across EMEA and North America.
- Coordinated co-branded campaigns with Microsoft and other strategic partners to amplify reach and strengthen partner visibility.

Previous Roles

Wolters Kluwer

Digital Communications Marketer
(May 2017 – May 2018)

European Space Agency (BIC)

Marketing Intern
(April 2016 – June 2016)

Webster University

Housing Assistant (Marketing Operations)
(October 2015 – July 2016)