

# Content Portfolio

Presented by Sammi Pun

[www.linkedin.com/in/sammipun](https://www.linkedin.com/in/sammipun)



**Social Media & Content Marketing**

**B2B SaaS**

*Hi, I'm Sammi!*

I am a **content strategist** with over 6 years of experience in the B2B SaaS space.

I'm passionate about building **cohesive brand stories for tech companies** that truly engage with their audience.

# Skills

- Copywriting
- Graphic design
- SEO & SEM
- Scriptwriting
- Creative concepting and briefing

# Tools

- **Design:** Canva, Adobe CS, Figma
- **SEO:** SEMRush, Clearscope, Google Analytics
- **Analytics:** HubSpot, Sprout
- **CMS:** Squarespace, WordPress



I produce a variety of content

Case studies

Whitepapers

Product features

Pillar and  
cluster pages

Thought leadership

Infographics

Customer case study

# How CHART Healthcare increased staff confidence with Docebo

Docebo's client, CHART Healthcare, leveraged their learning management platform to onboard temporary staff, leading to significant cost savings. Working alongside customer marketing and design, I transformed these insights into a compelling narrative illustrating how Docebo's training technology facilitated this achievement for them.

[Read article](#)



**Result: 40% increase in staff confidence in competency, up to \$88,088 saved per six-person team\***

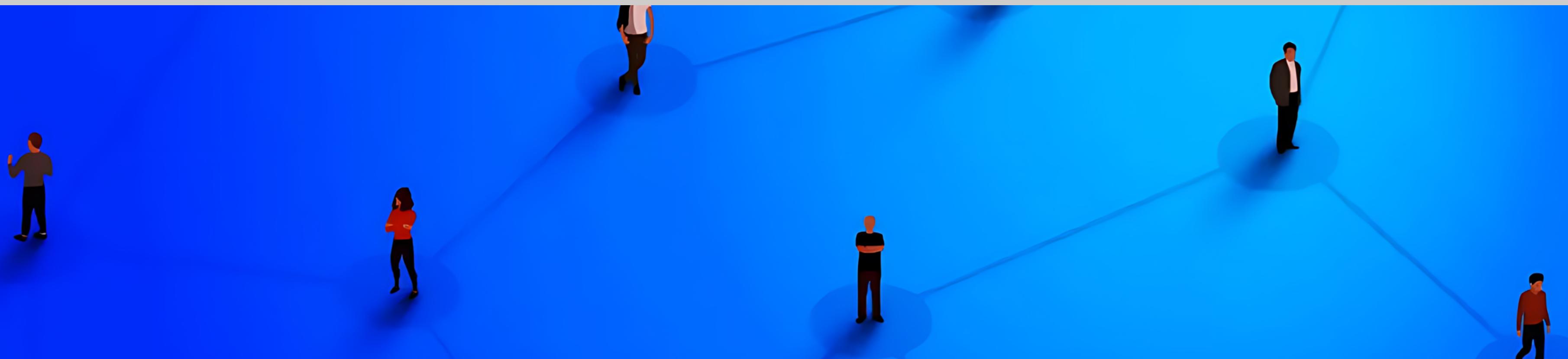
In both the hospital-based and medical device company programs, successful completion of the CHART Plus+™ training program has resulted in improved employee professional skills, measured through confidence surveys and knowledge assessments.

Platform use case spotlight

# How to host your revenue kickoff on Docebo's LMS Platform

Ever heard of “drinking your own champagne”? This story does just that by highlighting how Docebo uses its own award-winning platform to not only deliver sales and marketing training but also host its virtual revenue kick-off for their 1,000 global employees. Laid out in a Q&A style, this piece captures a unique and innovative use case for Docebo’s learning platform beyond just old-fashioned onboarding.

[Read article](#)

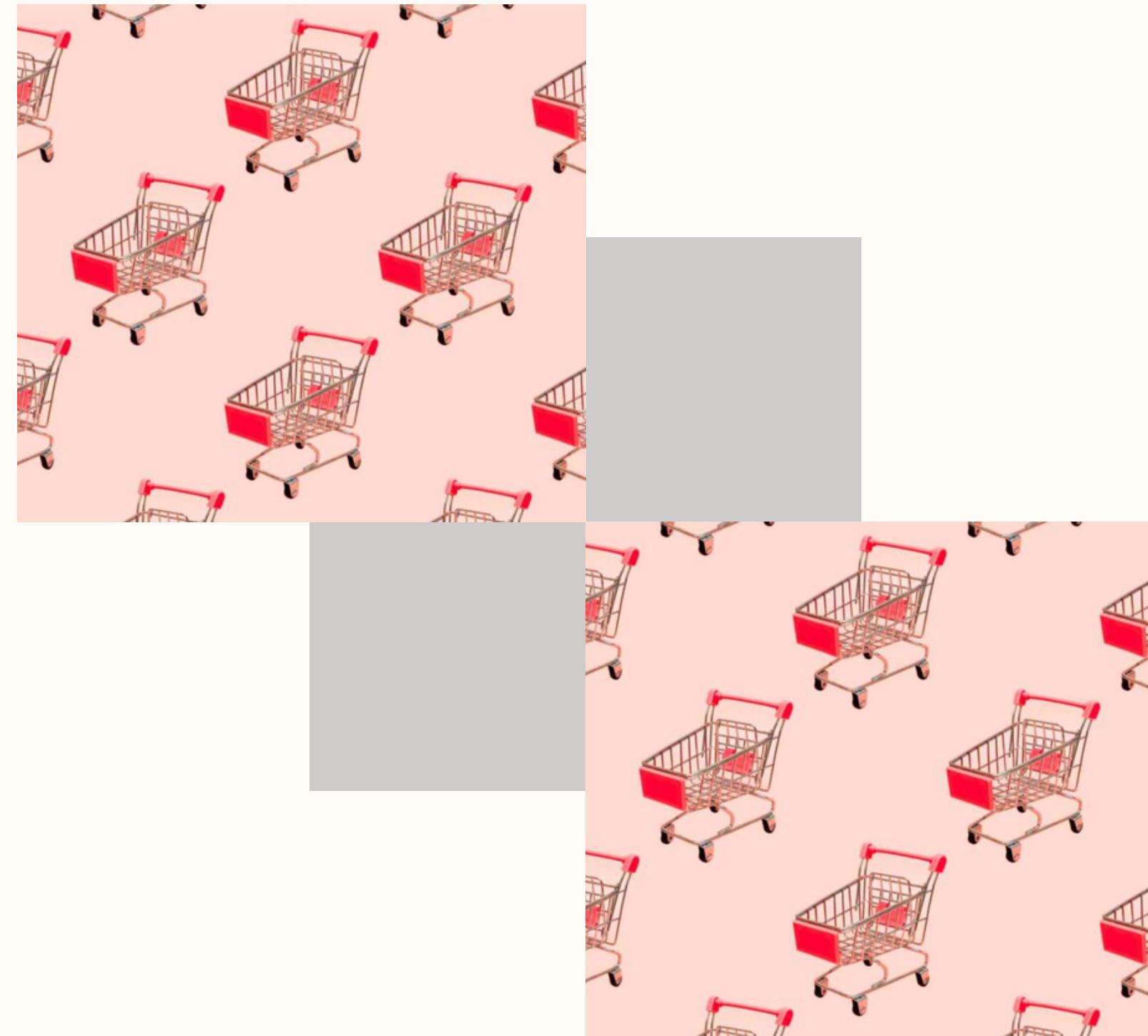


Thought leadership piece

# How learning technology can enhance retail training

Training Industry is a trusted name within the learning technology space, so when they approached Docebo for a feature for Black Friday, we lept at the opportunity. Highlighting ways that our platform readies retail staff ahead of the holiday, I ghostwrote this piece for our Director of Product for publication.

[Read article](#)



Knowledge base article

## What is the 70:20:10 rule?

As part of an initiative to develop Docebo's content pillar strategy, while growing our search traffic against competitors for focus keywords, we had to build our knowledge base and populate it with content that will attract our ICP: learning administrators. In this content piece, I wrote about the 70:20:10 learning model (a renowned and popular learning theory) and had it optimized in Clearscope to outrank our competitors for the topic.

[Read article](#)

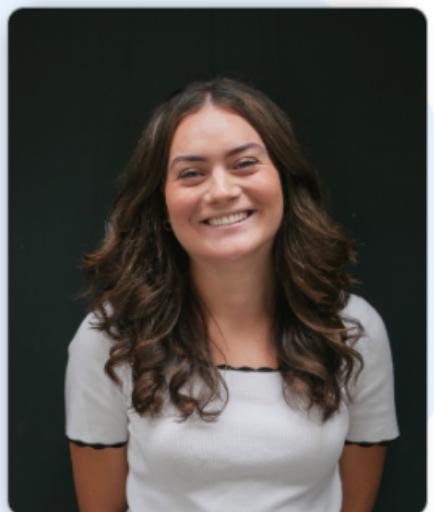


**700%** growth in full-time employees

**450%** more interviews scheduled each week

**600%** reduction in time to schedule an interview

**Doubled** the number of trained, new employee interviewers



"It's hard to imagine being where we are today without ModernLoop."

Their passion for recruiting operations is unlike any existing tool; if you are in high-growth like us, I couldn't recommend ModernLoop more."

– Madison Eastman, Recruiting Operations Associate

## Customer case study

# How Ramp scheduled 250% more interviews with ModernLoop

I created ModernLoop's first-ever customer case study, which features their client, Ramp. This customer case study process included outreach email templates, comprehensive client questionnaires, case study formats, and a website layout, which allowed the brand to streamline future customer advocacy content.

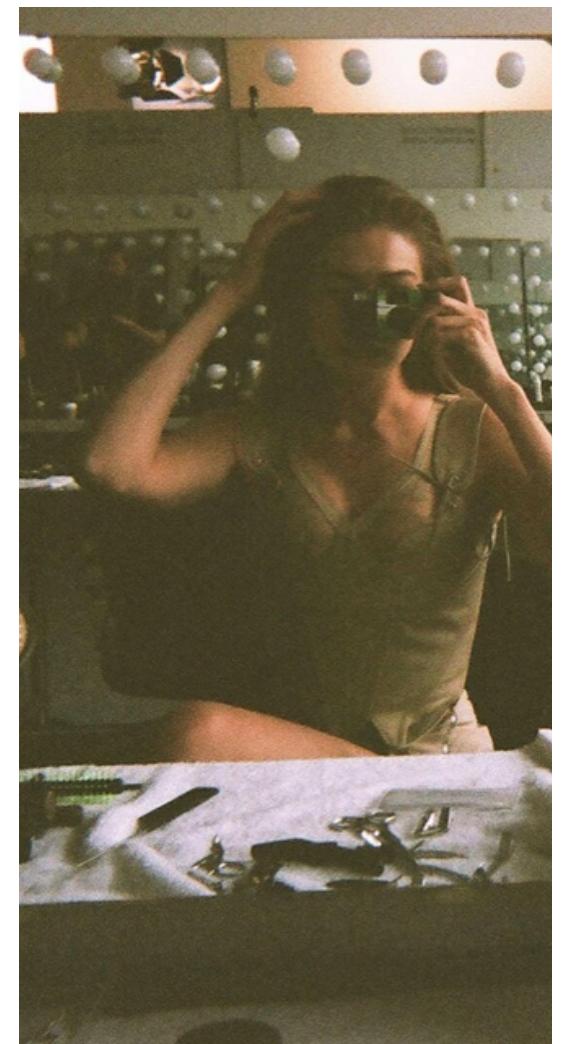
[Read article](#)

From my blog

# Four underrated reusable disposable film camera alternatives

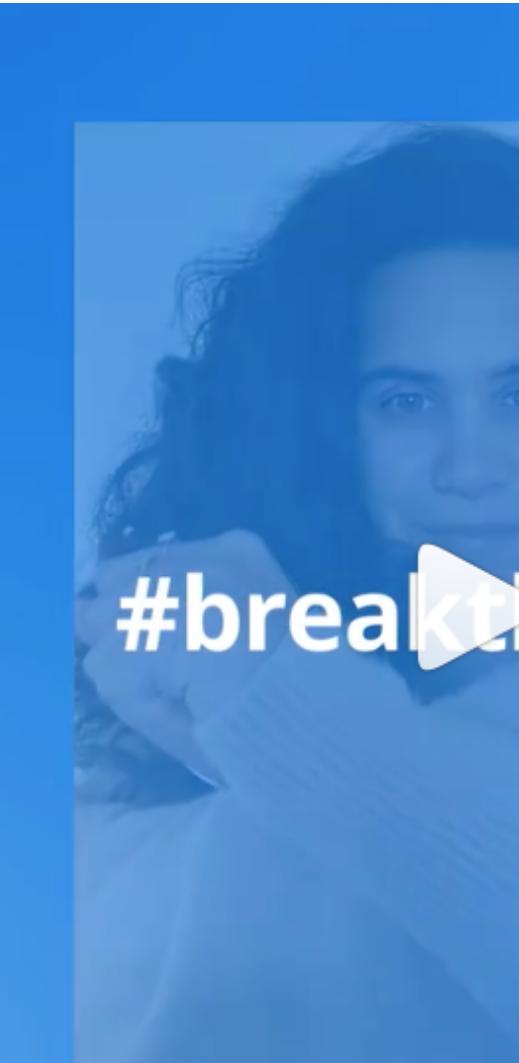
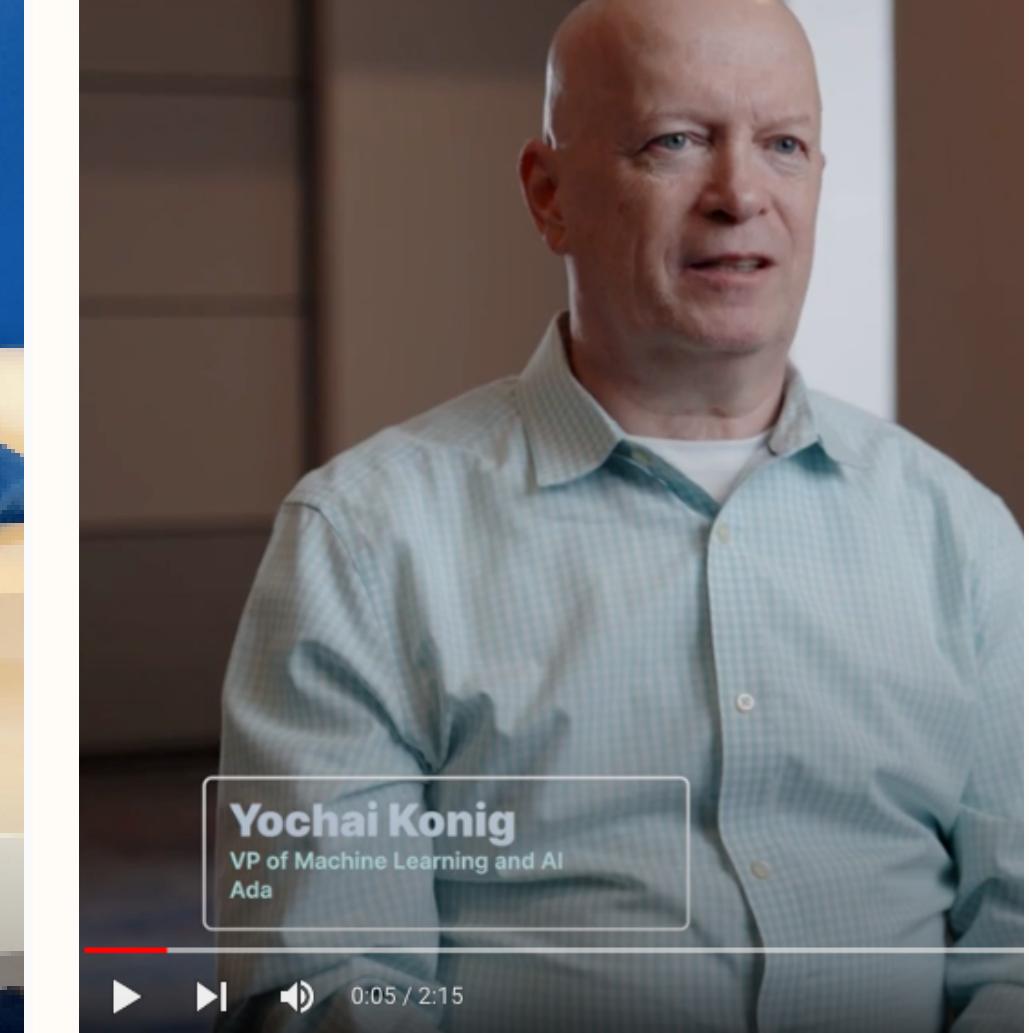
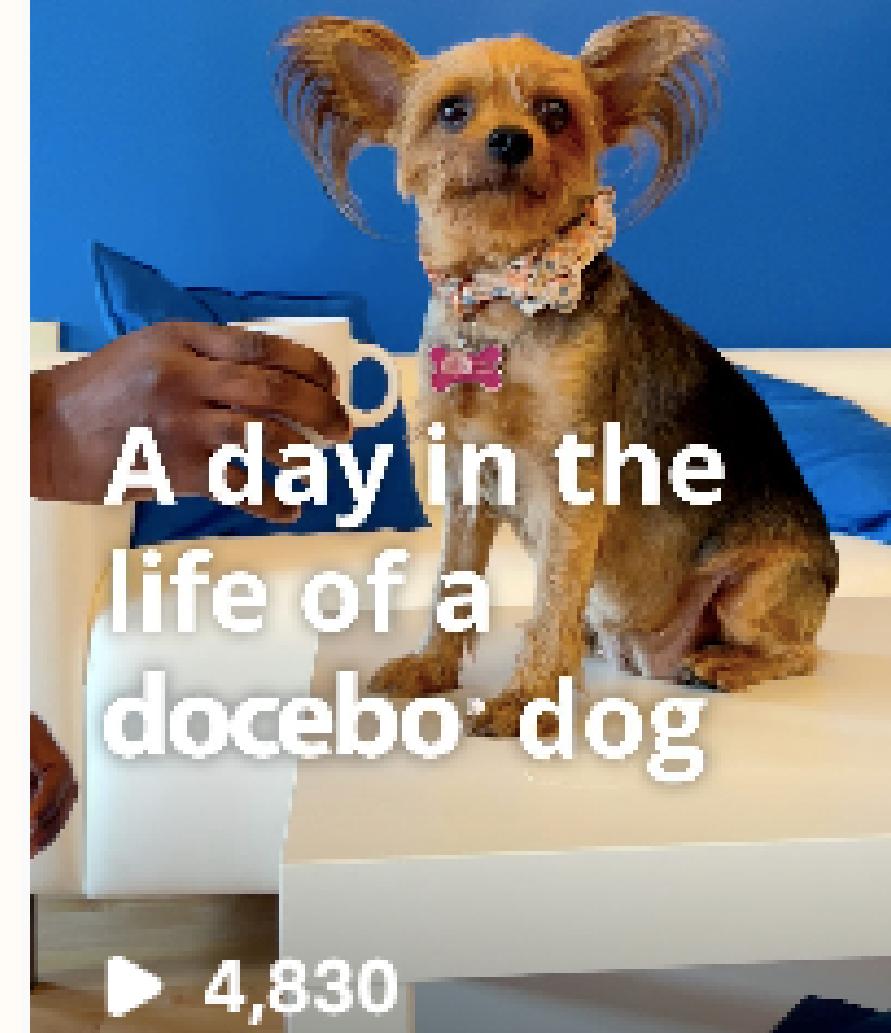
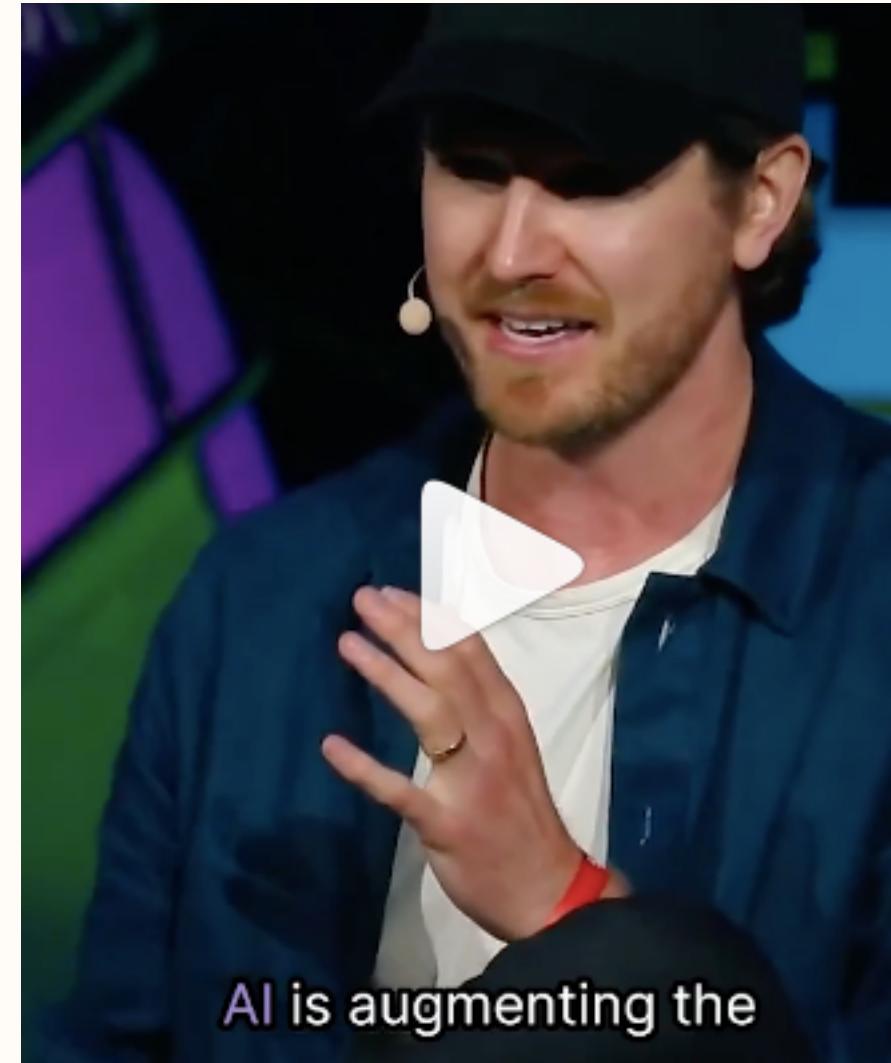
This is a piece from my blog, [sammipun.com](http://sammipun.com), and covers two topics that are near and dear to me: film photography and sustainability. Optimized for the query, “disposable camera alternatives,” this article gathered 394,659 impressions and 11,119 clicks in the last 16 months and holds an average position of 1.9 on Google Search.

**Read article**



# Visit my Social Media Portfolio

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Let's Work  
*Together*