

BRENNA SWANSTON

CONTACT

(831) 809-0804
brenna.swanston@gmail.com
[LinkedIn](#)

EDUCATION

B.S., JOURNALISM
Minor: Religious Studies
California Polytechnic State
University, San Luis Obispo

AWARDS

Association of Alternative
Newsmedia Awards 2020
Second Place: Long-Form
News Story

North Carolina Press
Association Editorial and
Advertising Awards 2019
Second Place: Education
Reporting

California Newspaper
Publishers Association
Better Newspapers Contest
2016

- *First Place:* Agricultural
Reporting
- *Honorable Mention:*
Profile Feature Story
- *Honorable Mention:*
Coverage of Education

College Media Association
Pinnacle Awards 2015
Third Place: Arts &
Entertainment Story

CNPA Campus Excellence
in Journalism Contest 2015
First Place: Profile Feature
Story

CUSTOMER MARKETING MANAGER | Peregrine | Feb. 2026 – Present

- Systematically turn customer wins into external-facing stories and proof points in both editorial and video formats across Peregrine's blog, website, and social media channels — 45 customer stories YTD, contributing to an 88% increase in website traffic
- Own end-to-end production of editorial customer stories, from ideation and interviews to writing and publication
 - [Connecting Hayward's vulnerable community members with services through integrated data](#)
- Manage customer video program, including identifying strong stories for video; coordinating planning sessions with customers; scheduling travel, interviews, and b-roll opportunities; producing detailed creative briefs; conducting on-camera customer interviews; and iterating with director of video during post-production
 - ['We have a plan:' Inside Spokane County's school safety strategy](#)
- Built and maintain a roadmap of customer proof priorities tied to product launches, competitive positioning, vertical expansion, and sales needs
- Continually assess content opportunities across the customer lifecycle to identify and fill proof gaps based on vertical, persona, and use case
 - Example: Identified proof gap in our law enforcement vertical for field officers; produced editorial story illustrating high-impact use case for patrol ([Hobbs Police Department: Turning unclear questions into instant, reliable answers with Peregrine](#))
- Establish and maintain relationships with customers and internal customer delivery team to surface wins and ensure a continuous pipeline of success stories
- Identify customer successes that tell Peregrine's AI story, validate Peregrine's value and credibility in the market, support Peregrine's brand and reputation, and spotlight leaders who use Peregrine to drive impact in their communities
- Partner with product and engineering leaders to produce blogs, videos, white papers, and landing pages that support feature launches and illustrate Peregrine's positions on responsible AI in public safety
 - Blog: [Operational AI Requires a Foundation](#)
 - Landing page: [Operationalize AI With Complete Context and Control](#)
 - Video: [Meet Peregrine Assistant for Investigations](#)

CONTENT MARKETING MANAGER | Peregrine | Sept. 2024 – Feb. 2026

- Published 50 blogs, 21 customer stories, and six long-form guides
- Drove 184% increase in monthly website visitors
- Fueled \$2M in pipeline in 2025 alone
- Launched Peregrine's first content program, owning strategy, development, and publication across the website, LinkedIn, and third-party outlets such as Police1
- Built and maintained Peregrine's content style guide, serving as the internal standard-bearer for the company's editorial voice
- Wrote long-form guides providing in-depth research, real-world examples, and practical guidance around industry-specific pain points and technology investments for both technical readers (CIOs) and non-technical audiences (public safety leaders, elected officials)
 - [Guide for the Modern CIO: Evolving from 'Order-Taker' to Change-Maker in the Digital Age](#)
 - [Leading With Vision: A Call to Action for City and County Governments](#)
- Collaborated with co-founder and CTO to produce thought leadership content, translating technical product strategy and perspectives into digestible narratives for a general audience
 - [Maximizing Insights Through Effective Data Integration](#)
 - [Simplifying the Modern Data Stack](#)

FREELANCE EDITOR & WRITER | Various Clients | July 2014 – Feb. 2025

- **Slack:** Wrote and edited blog posts, e-books, and marketing emails to build out AI content library and drive awareness of new Slack tools, integrations, and features
 - [*Collaborative Intelligence: People and AI Working Smarter Together*](#)
 - [*Best AI Meeting Notetakers: Features, Benefits, and Pricing*](#)
- **Archetype Agency:** Ghostwrote op-ed articles for tech execs at companies like Mailchimp and Slack for placement in publications such as Human Resource Executive and CMSWire
- **Queen City Nerve:** Wrote a three-part series exploring racial and socioeconomic segregation in North Carolina schools; placed second for long-form news story at the AAN Awards, second for education reporting in the NCPA Editorial and Advertising Awards
 - First installment: [*Then and Now: Segregation in CMS Still Pervades*](#)
 - Second installment: [*How Segregation Survives in Schools*](#)
 - Third installment: [*Students Discuss the Impacts of Inequity*](#)

DEPUTY EDITOR, EDUCATION | Forbes Advisor | May 2022 – June 2024

- Collaborated with managing editor and SEO team to ideate, outline, and assign 60 long-form articles per month covering higher ed degrees, career paths, alternative education options, and college rankings
- Edited content for style, grammar, accuracy, clarity, and SEO best practices
- Nov. 2023 – April 2024: Backfilled for the managing editor during her leave; saw record 80% growth in traffic for EDU content (weekly sessions increased from 114,000–206,000)
- Dec. 2023: Led a content optimization project to update 200+ legacy education articles in one month, contributing to 37.7% SEO growth rate month over month
- Worked with the PR team to produce stats pages and other data-driven content, securing 228 backlinks in 2023 with an average link score of 79.53
- Managed an updates editor and a remote team of ~20 freelance writers and editors
- Created and maintained the education team's style guide

COPY EDITOR, EDUCATION | Red Ventures | Sep. 2020 – May 2022

- Promoted to manager 11 months after joining; scope expanded to oversee a team of two internal editors and 10+ freelance writers and editors
- Copyedited SEO and news content for Red Ventures' portfolio of higher ed (EDU) sites
- Maintained and continually updated the EDU style guide
- Created and continually updated EDU's conscious language guide to ensure the use of inclusive, appropriate language across all EDU content
- Developed EDU's first training and feedback system, which kept writers current on EDU's style guide, sourcing best practices, and other writing processes
- Launched a QC process that implemented ongoing content audits to catch and correct errors and refresh copy across 60 pieces of live content per month

STAFF WRITER | The Santa Maria Sun | Jan. 2016 – June 2017

- Wrote long-form news articles and short-form briefs covering education, agriculture, immigration, religion, and environmental issues; also contributed a weekly food column
- Copyedited the paper's news section weekly
- Stepped in as acting managing editor during absences to maintain publication standards and deadlines without interruption
- Won first for agricultural reporting at the CNPA Better Newspapers Contest
 - [*The H-2A Problem: Santa Maria Growers Struggle To House Foreign Farmworkers*](#)
- Earned honorable mentions for profile feature story and education coverage at the CNPA Better Newspapers Contest
 - [*The Bully Effect: Why Kids Bully, Whom It Hurts, and How To Put an End to It*](#)