

## BRIANNA BLACET

### Enterprise AI Systems Designer | AI Transformation & Enablement

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## SUMMARY

Enterprise AI Systems Designer and Transformation Leader specializing in workflow redesign, AI enablement, adoption, governance, and value realization. Builds context-rich AI systems, translates emerging capabilities into practical business outcomes, and helps organizations redesign how work gets done.

## SELECTED AI SYSTEMS & ENTERPRISE INITIATIVES

- **Content Studio (ServiceNow)**  
Designed and built an AI-native content engineering platform that doubled team content output while preserving quality and eliminating additional headcount through workflow redesign.
- [Skribil](#)  
Designed, built, and launched a funded, production AI-native SaaS platform that transforms marketing strategy into AI-assisted execution.
- [Chief of Staff](#)  
Designed and built an ambient multi-agent decision-support platform that orchestrates specialized AI agents for research, analysis, and strategic decision support.
- [Quill](#)  
Designed and built an agentic content marketing operating system that orchestrates writing, evaluation, self-correction, competitive analysis, SERP monitoring, and idea generation through autonomous workflows.

## AI SYSTEMS DESIGN PRINCIPLES

- Design AI systems that preserve context and institutional knowledge.
- Eliminate workflow friction through AI-native architectures.
- Keep humans in the loop for judgment, creativity, and governance.
- Build reusable capabilities instead of isolated automations.
- Drive measurable adoption, business value, and organizational trust.

## EXPERIENCE

### ServiceNow (formerly Moveworks)

Senior Content Marketing Manager | AI Transformation Initiatives

August 2025–Present

Leading enterprise AI transformation initiatives for Integrated Marketing, spanning AI-native systems, workflow redesign, enterprise AI enablement, and scalable knowledge operations.

- **Develop demand generation and SEO/AIO content** that drives pipeline while educating enterprise buyers on agentic AI, AI transformation, governance, and practical implementation.
- **Designed and built Content Studio, an AI-native content marketing platform** that preserves strategic brand context while retrieving approved messaging, product information, and legal guidance in real time, enabling high-quality content creation at scale with humans at the center of the creative process.
- **Doubled content production within 60 days** while maintaining quality, strengthening domain authority, driving pipeline, and eliminating the need for an additional content hire through AI-powered workflow redesign.
- **Steward AI investment decisions through ServiceNow's AI Value Committee** by evaluating initiatives, prioritizing token allocation, and helping ensure AI investments deliver measurable business value and ROI.
- **Advance enterprise AI enablement through AI Builder**, value realization, and community initiatives that strengthen adoption, communication, and responsible AI practices across Integrated Marketing.

### University of San Francisco

Advisory Board Member, Strategic AI Program

May 2025–Present

Advise the Strategic Artificial Intelligence Program on enterprise AI transformation, drawing on hands-on experience building AI-native systems, advancing enterprise AI adoption, and redesigning knowledge work.

### Skribil

Founder, AI-Native Marketing Platform

January 2025–Present

Designed, built, and launched a funded, production AI-native SaaS platform that transforms marketing strategy into AI-assisted execution. Led product vision, workflow architecture, AI-assisted development, go-to-market strategy, and continuous product evolution.

- **Developed an AI-native platform** that combines intelligent workflows, structured knowledge, and generative AI to redesign marketing operations while keeping humans in the loop.
- **Designed systems for messaging, positioning, competitive analysis, campaign planning, content repurposing, editorial review, and content humanization**, all grounded in brand strategy, customer psychology, and business objectives.

- **Created a persistent strategic knowledge foundation** that keeps AI outputs aligned, consistent, and context-aware across workflows.
- **Secured funding, launched the platform into production**, and continue to evolve the product through rapid iteration and real-world use.

## Anomali

Senior Content Marketing Manager | AI Transformation Initiatives

April 2024–August 2025

- **Translated complex cybersecurity technologies** into clear, engaging content for technical and executive audiences.
- Developed thought leadership pieces, customer stories, and campaign assets supporting growth and product launches.
- **Created the Anomali Content Accelerator**, an AI-based platform for streamlined content development.
- **Collaborated across teams** to ensure consistent messaging and brand positioning.

## Powered by Stories

Founder & Principal

January 2017–Present

- **Advised enterprise technology clients** on storytelling, crafting narratives that build trust and clarity around product innovation.
- **Ghostwrote thought leadership, blogs, keynote content, and long-form articles** for technology executives.
- **Developed messaging frameworks, customer stories, and technical content** simplifying complex concepts for diverse audiences.

## Cisco (Outshift)

Senior Growth Product Marketing Manager

July 2022–October 2023

- **Defined content strategy and thought leadership** for Cisco's Emerging Technologies group, focusing on cloud-native tech, Kubernetes, Kafka, DevSecOps, and distributed systems.
- **Partnered with technical teams** to create blogs, white papers, and strategic narratives linking advanced technology to business outcomes.

## VMware

Innovation Storyteller, Office of the CTO

October 2020–July 2022

- **Ghostwrote thought leadership and executive communications** for VMware CTO.
- **Managed editorial strategy for the Office of the CTO**, producing weekly content and delivering technical storytelling workshops.
- **Edited VMware's AI Ethics Policy** and developed strategic communications to elevate researchers' visibility.
- **Mentored writers and established editorial guidelines** and standards.

## Splunk

Senior Security Research Blogger  
November 2017–January 2020

- **Created technical content for Splunk’s security practitioner audience**, focusing on MITRE ATT&CK, threat intelligence, and detection technology.
- **Produced executive briefings synthesizing emerging threat analysis** into actionable insights.
- **Selected as Splunk’s first non-sponsored speaker at RSA Conference** through competitive selection.

## Additional Experience

- **Director of Marketing** at MokaFive and Gridstore: Led marketing, demand generation, and messaging for enterprise software.
- **Lead Growth Hacker** at Cavin Systems: Drove growth strategies for cloud security products.
- **VP of Content and Growth** at Stickyworks: Managed content marketing and branding for technology clients.
- **Web Producer, Excite.com**, launching the Home & Real Estate channel, growing it to a \$15M+ business.
- **Early web roles at Softbank/Ziff-Davis, ImproveNet, HomeGain, and Beatnik**, focused on UI/UX, editorial strategy, and product marketing.
- **Co-authored four consumer health books and wrote over 2,000 articles** for national publications such as Men’s Health and the San Francisco Examiner.

## EDUCATION

### New York University

M.A., Science and Environmental Reporting

### Walden University

MBA, Business/Marketing

### University of California, Santa Cruz

B.A., Environmental Studies and Writing

## SKILLS

- AI transformation and strategy
- Enterprise workflow redesign
- Product and content operations
- Technical storytelling and enablement
- Cross-functional leadership
- Go-to-market planning
- Responsible AI and ethics
- Executive communications
- Editorial strategy and writing