Derek Korte

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Brand and editorial leader with 15+ years building B2B tech content programs across agency newsrooms and in-house brand teams. Specialize in editorial strategy, storytelling, and the systems—CMS, workflows, AI tooling—that let small teams publish and ship like big ones.

EXPERIENCE

Freshworks | San Mateo, CA
Managing Editor | April 2023 – Present

- Lead a five-person brand content team covering copywriting, reporting, research, event and customer storytelling, and localization to build awareness and trust in the Freshworks brand. Highlights:
  - → Launched *The Works*, Freshworks' digital magazine, consolidating 14+ disparate blogs into a single editorial property.
  - → Launched *The Works* webinar series, repurposing magazine stories into live programming that drives pipeline.
  - → Grew editorial subscriber base to 600,000+ across newsletter and web properties.
  - → Spearheaded Freshworks' first dynamic, longform storytelling experiment, outperforming static content on key engagement metrics.
  - → Optimize how Freshworks editorial surfaces in answer engines, and support evolving companywide AEO strategy to update existing content and to fill content gaps.
  - → Own SEO, content distribution, and social copy creation, ensuring language and creative remain rooted in Freshworks' style.
  - → Overhauled company approach to customer storytelling via case studies, customer profiles, event appearances, and thought leadership.
- Shape narrative for Freshworks' global events and work with teams to reinforce that narrative globally. Responsibilities include:
  - → Speaker recruitment, and executive session scripting for flagship and regional events.
  - → Extend narrative through event promotion copy and post-event distribution
  - → Adapt narrative across the global event portfolio based on audience, including an event with partner McLaren Racing and a series of Gartner events.
- Set storytelling strategy for the Freshworks–McLaren Formula 1 partnership. Highlights:
  - → Produced video and written features with McLaren leaders and F1 driver Oscar Piastri, showcasing how the championship team wins with Freshworks.
  - → Authored executive briefing materials for Freshworks leadership hosting VIP customers and prospects at F1 races.
  - → Stretched limited time with the team through creative reuse, turning short interviews into case studies, thought leadership stories, social posts, and event content.
- Built and delivered AI content-creation training for field marketing, product marketing, and adjacent teams.

Message Lab | Oakland, CA
Director, Editorial Operations | October 2019 – April 2023

- Led editorial production, operations, and strategy—with ongoing analytics and reporting—for clients including ServiceNow, X (Alphabet), Eventbrite, and Mayfield. Projects included:
  - → *Workflow (ServiceNow)*: Ran editorial operations and made writer assignments for ServiceNow's flagship thought-leadership property; Workflow readers were 73% more likely than non-readers to convert on ServiceNow.com (form fills, click-throughs).
  - → X (Alphabet): Developed messaging frameworks for emerging and stealth R&D projects, grounded in research and competitive analysis.

→ Mayfield: Produced content and messaging for the VC firm's portfolio companies.

Original9 Media | San Francisco, CA
Director, Content Strategy | June 2019 – October 2019
Managing Editor | April 2017 – June 2019
Senior Editor | January 2014 – April 2017

- Planned, managed, and led editorial programs for global media companies and brands, including CA Technologies, DocuSign, Sage, ServiceMax, Western Digital, and WIRED Brand Lab.
- Built custom CMS workflows in Airtable and Zapier for 10+ client newsrooms, reducing publishing friction across the agency.
- Pitched, assigned, edited, and wrote stories alongside in-house writers and 50+ regular freelancers. Projects included:
  → *Field Service Digital* (ServiceMax): Managing editor from the property's launch in 2011; covered emerging technologies, new business models, and management strategies for service executives.
  → *DocuSign*: Partnered with client experts to produce whitepapers, ebooks, infographics, and blogs for real estate, life sciences, financial services, and public-sector audiences.
  → *Modern Software Factory Hub* (CA Technologies): Led editorial coverage of how software and IT were reshaping business; profiled digital-transformation leaders at NASA, BMW, T-Mobile, Walmart, and other Fortune 500s.

LaunchSquad | San Francisco, CA
Account Associate » Senior Account Executive | May 2010 – January 2014

- Managed strategic PR and communications campaigns for high-growth technology companies, including BrightRoll, Criteo, Dotloop, Okta, and ServiceMax.
- Built and maintained journalist and influencer relationships through outreach, thought-leadership engagement, and events.
- Led executive bylines and ghostwriting across multiple client teams.

EARLIER EXPERIENCE
Legislative Assistant, Minnesota State Senate (2009–2010) • Dow Jones News Fund Editing Program, Rochester Post-Bulletin (2007) • Reporting Intern, Lawrence Journal-World (2007)

EDUCATION

University of Kansas | Lawrence, KS
Bachelor of Science in Journalism, News and Information | 2007
International Studies Co-Major
Phi Beta Kappa | Kappa Tau Alpha (journalism honors society) | Global Awareness Program

Uppsala University | Uppsala, Sweden
One-year study abroad, Swedish history and literature | 2004–2005

INTERESTS

A particularly memorable travel experience: I spent four months after college driving a rusty 1995 Buick Regal south along the spine of the Andes bound for Tierra del Fuego, Argentina.