



Oleh Malanii

Content Marketing Manager

Product Messaging | Enterprise Sales Content

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[LinkedIn](#) ↗

malanii.work ↗

Professional Summary

Content marketer with 9+ years in research and writing, including more than four years in B2B technology and cybersecurity. Owns content planning and delivery across product launches, service messaging, research and enterprise sales materials. Works with Sales, engineers and leadership to turn technical expertise into useful content for buyers.

Skills

Content strategy and planning
Product and service messaging
Enterprise sales enablement
Technical writing and editing
Customer stories and case studies
Executive communications
Contributor coordination
Research and fact-checking
Launch and campaign content
CMS publishing and SEO content

Languages

English – Fluent
Ukrainian – Native
Czech – Beginner

Professional Experience

Hacken

Content Marketing Manager

May 2022 – October 2026

- Owned content strategy and planning for product launches and campaigns, including DualDefense, AI Auditor and Extractor.
- Developed enterprise proposals, RFP responses, service decks and retainer materials with Sales and engineers, supporting major client sales.
- Led editorial delivery of the Q1 2026 Security & Compliance Report: structure, ten contributor partners, chapter editing and design coordination.
- Worked with technical specialists on Proof of Reserves messaging, clarifying verification scope across service, educational and customer content.
- Produced 30+ customer stories and case studies, and 40+ executive keynotes, presentations and pitch decks combined.
- Researched and developed 80+ articles; coordinated expert reviews, design and publishing across web, newsletters and social channels.
- Updated WordPress content and landing pages; wrote documentation for DualDefense, Extractor and Security Review Services.

Oleh Malanii

Content Marketing Manager

Education

Master's Degree in International Business

Taras Shevchenko National University of Kyiv

2018 – 2020

Bachelor's Degree in International Business

Taras Shevchenko National University of Kyiv

2014 – 2018

Selected Work

[malanii.work](#) ↗

Project context and my contribution to each piece.

[Q1 2026 Security & Compliance Report](#) ↗

Editorial structure, contributor coordination and publication.

[ROZO customer story](#) ↗

Customer-story writing: product explanation and audit scope.

[Enterprise sales enablement](#) ↗

Proposals, RFPs and retainer content with Sales and engineering.

Professional Experience (continued)

MacPaw

Content Editor

December 2022 – October 2024

- Created an editorial style guide for clear, consistent technical content, informed by macOS and iOS development, Apple's Human Interface Guidelines and MacPaw's design principles.
- Worked with engineers, product managers, researchers and designers to turn technical inputs into accessible articles for MacPaw's technology brand.
- Adapted technical and product stories for LinkedIn, DOU, X, YouTube digests and short-form content, maintaining a consistent voice and structure.

Hexa | Livingston Research

Research Writer

March 2017 – September 2022

- Wrote research papers in business, economics and international relations, developing source evaluation, analytical writing and argument structure.
- Delivered structured research content under tight deadlines.

Tools and Workflows

Publishing: WordPress, landing-page updates and product documentation. Measurement: Semrush, Ahrefs, Google Search Console and LinkedIn analytics. AI: ChatGPT, Claude and Gemini for analysis, repurposing and iteration, with source and claim review.