

Brady Freitas

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Content Strategist/Writer

CAREER SYNTHESIS + MISSION

I'm a writer, editor, and content strategist who turns industry-defining ideas into clear, persuasive narratives that drive outcomes. I've partnered with world-class scientists, founders, and engineers to shape everything from UN speeches to LinkedIn content programs. Content and communication are levers for meaningful change, and I consistently seek to use my skills to make consequential work more visible and actionable.

PROFESSIONAL EXPERIENCE

Content Strategist: Blazel (September 2025 – Present) Palo Alto, California

- Joined a VC-backed AI marketing startup at the founding stage, building content practices that contributed to \$1M+ ARR in 90 days.
- Lead content programs for 15-30 CEOs and founders weekly, directing narrative strategy and publishing cadence to drive pipeline growth and executive brand visibility.
- Analyze campaign performance to identify high-converting content patterns, translating data into positioning pivots that drive client renewals and account expansion.
- Shape product roadmap by advocating for founder-facing features based on client feedback, directly influencing UX decisions that enabled successful MVP launch.

Technical Writer: Amentum at NASA JSC (May 2024 – September 2025) Houston, Texas

- Led editorial review for technical publications, ensuring compliance with NASA standards and accuracy across high-visibility releases of orbital debris research to the global scientific community.
- Co-led editorial direction for NASA's *Orbital Debris Quarterly News*, reaching 2,000+ scientists, policymakers, and industry stakeholders with critical research updates.
- Partnered with orbital debris scientists and engineers to resolve technical ambiguities in high-stakes publications, earning Recognition of Outstanding Contributions to Science.
- Managed documentation for ORDEM, NASA's 2024 Software of the Year, used by SpaceX, DoD, and others.

Technical Editor: PACE Engineering, Inc. (May 2023 – May 2024) Redding, California

- Managed editorial standards across 80+ engineers, ensuring technical accuracy and clarity in proposals and engineering reports for government and commercial clients.
- Led proposal development for state funding opportunities, translating complex engineering concepts into winning narratives that secured millions for water/wastewater infrastructure projects.

Content Development Intern: T.E.N. (January 2023 – July 2023) Los Angeles, California/Lagos, Nigeria

- Supported pitch development for film and television projects that generated interest from Amazon Studios, Netflix, and Sundance Film Festival selection committees.

Teaching Associate: California State University, Chico (August 2022 – December 2022) Chico, California

- Taught a first-year writing course with cutting-edge pedagogy, equipping students with essential written communication skills for academic and professional success.

EDUCATION

California State University, Chico

- Master of Arts in English with Distinction
- Bachelor of Arts in English
- Certificate to Teach College-Level Writing
- Minor in Spanish

SKILLS

Google Workspace • Microsoft Office Suite • Adobe Creative Suite • HubSpot • Asana • Notion
• Figma • Canva • SharePoint • Slack • Loom