ATFLOWERS2@PROTON.ME • 312.493.4740 • LinkedIn
CHICAGO, IL

ARICKA T. FLOWERS

Content, communications, and brand leader with demonstrated expertise in driving category creation, high-visibility announcements, and scalable content engines for high-growth developer platforms, including GitLab, CodeRabbit, and LaunchDarkly. Operates at startup speed with a thoughtful, hands-on execution style and fluency in AI/ML tooling, developer workflows, and enterprise infrastructure. Well-versed in defining company-level narratives, leading creative direction across various content formats including, blogs, guides, reports, and videos as well as securing Tier-1 earned media for major funding and product milestones, and partnering cross-functionally across executive, product, sales, design, and engineering teams to accelerate measurable business growth.

EXPERIENCE:

Apr 2026 to present — **CodeRabbit** — San Francisco, CA

Head of Brand, Content, and Communications

- Orchestrated the comprehensive content, PR and communications rollout for CodeRabbit's $143M Series C funding round, securing Tier-1 business and tech coverage, wire syndication, on-camera interviews, and investor alignment
- Defined the "Agentic Change Management" narrative, producing a full-funnel content suite comprised of flagship launch videos, foundational blog posts, and multi-channel announcements
- Led the GTM communications and product messaging for the launch of CodeRabbit's AI Security Agent
- Partnered with an external brand agency to conceptualize and deliver a hero launch video featuring an actor from HBO's Silicon Valley; provided technical product positioning, workshopped concepts, and steered cut revisions. In parallel, directly led the strategy and production of product launch videos
- Coordinated the activation of a network of tech creators and DevRel influencers for synchronized Day-1 evangelization, while coordinating high-performing launch threads and executive thought leadership across X and LinkedIn
- Architected and continue to scale a cross-functional content engine; increased publishing cadence by more than 120% across all developer channels
- Drove more than 110% blog traffic growth in Q1 of leading the team, lifting organic traffic by 20% and expanding the AEO/GEO footprint by 80%
- Leads the branding, messaging, and creative strategy for global Out-of-Home (OOH) and multi-channel digital ad campaigns
- Manages the full content strategy and portfolio: blog, video production, customer case studies, podcast, and research reports
- Stewards the corporate PR strategy and media relations; supports the company reputation across the enterprise and developer ecosystems

Feb 2026 to Mar. 2026 — ***Sr. Content Marketing Manager***

- Wrote blog posts, digital ad copy, and video scripts

2024 to 2026 — **Flowers Consulting**

- Advised startup founders and executive leadership teams on brand positioning, go-to-market messaging, and content marketing strategy to accelerate growth
- Developed integrated content marketing strategies spanning SEO, thought leadership, PR, social media, email marketing, and demand generation
- Built messaging frameworks, brand narratives, and value propositions that improved brand awareness, customer acquisition, and investor communications
- Created editorial strategies and scalable content operations that enabled high-volume publishing without sacrificing quality
- Served as a strategic advisor to founders on marketing organization design, communications strategy, and long-term brand growth
- Writer, editor, and production advisor for startup creative agency

2022 to 2023 — **LaunchDarkly** — Oakland, CA

Head of Content Marketing

- Created and executed a multichannel content strategy, partnering cross-functionally with product marketing, sales, brand, PR, IR, demand gen, and SEO
- Slashed production lead time for major technical thought leadership assets by more than 50% while establishing an editorial operating rhythm across internal writers, freelancers, and agency partners
- Tripled press mentions for core thought leadership content and the annual industry benchmark report under hands-on editorial leadership
- Built and operationalized the team's first content performance metrics reporting system to measure audience engagement, distribution velocity, and pipeline influence

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2022 to 2023 **LaunchDarkly** Oakland, CA

Head of Content Marketing

- Co-edited and contributed to the publishing of O'Reilly's "*Operating Continuously: Best Practices for Accelerating Software Delivery*", written by the company CEO & Co-founder and product marketing leads
- Contributed to the production of "*The Dev Morning Show (At Night)*" podcast, translating technical software delivery concepts into engaging developer media

2019 to 2022 **GitLab** San Francisco, CA

Manager, Digital Production

- Produced NASDAQ's first public IPO livestream when GitLab joined the market
- Built out and managed the digital production team
- Analyzed and reported on multimedia content metrics
- Developed multimedia content strategy for brand, sales, product, and marketing initiatives
- Managed creative direction of multimedia content, including scripting, storyboarding, and graphic elements, to ensure brand consistency
- Managed digital production budget, vendors, schedules, and equipment
- Planned and managed in-person and virtual video productions: wrote treatments, determined scope, scouted and selected locations & talent, coordinated shoots, etc.
- Produced and directed video shoots, managed internal and external production crews, designers, and content creators
- Liaised with and interviewed GitLab enterprise and SMB customers, partners, and other external stakeholders for multimedia marketing content
- Collaborated closely with internal teams and stakeholders to assess and prioritize digital production and creative content needs
- Managed audio and video production support, and provided multimedia content for in-person and virtual GitLab corporate events
- Produced and appeared in major company initiatives, including a Coursera class on managing remote teams
- Co-led DIB Advisory Board and Minorities in Tech employee resource group

2019 to 2019 ***Digital Production Manager***

- Crafted multimedia (audio/video) content for brand and marketing initiatives
- Managed production budget, vendors, production crews, schedules, and equipment
- Produced and directed video productions; interviewed internal and external stakeholders, managed treatments, scripting, storyboarding, scope, location and talent scouting, creative direction
- Collaborated closely with internal teams to assess & prioritize production needs
- Managed video production for global events and conferences
- Managed video library and reported on multimedia content metrics
- Wrote technology-focused content for the GitLab blog
- Wrote & edited marketing and web content for developers and tech stakeholders

2018 to 2019 ***Content Marketer***

- Crafted thought leadership content and lead nurture campaign copy
- Wrote & edited marketing and web content for developers and tech stakeholders
- Conducted interviews and wrote customer and industry-focused case studies
- Produced webcasts and video content featuring technology thought leaders

2010 to 2016 **Progress Illinois,** a political news website Chicago, IL

Editor in Chief & Publisher

- Transformed a startup blog into a nationally recognized and respected news outlet, garnering coverage on MSNBC, *The Nation*, the *Chicago Tribune*, and numerous other major media organizations
- Owned the news site's editorial direction and publishing schedule; adding video content and livestreams to the platform
- Managed the social and email marketing strategies to expand readership and revenue; reaching a steady addition of 200+ Twitter (now X) followers per week
- Managed SEO, web traffic, and development strategies to increase reach and overall site traffic

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2010 to 2016 **Progress Illinois,** a political news website Chicago, IL
Editor in Chief & Publisher
- Oversaw the company budget and development initiatives
- Devised company's multimedia, hardware, and software stacks and strategies
- Managed full-time & freelance reporters as well as the web development team
- Hired staff, managed employee benefits and all other Human Resources activities
- Edited all published content for accuracy and clarity
- Conducted interviews, researched, and wrote news articles; produced video content
- Oversaw advertising and media partnership endeavors
- Made media appearances on behalf of Progress Illinois

2010 to 2012 **University of Phoenix** Chicago, IL
- Education reporter and thought leadership content writer for the University of Phoenix Knowledge Network
- Produced MSNBC's *Education Nation* video coverage tour in four cities
- Contributing Author of "*Extraordinary Commitment: Challenges and Achievements of Today's Working Learner*"

2009 to 2011 **Public News Service** Chicago, IL
News Reporter & Producer
- Illinois news reporter for national radio news network

2008 to 2009 **Connecticut School of Broadcasting** Chicago, IL
Journalism & TV and Radio Production Instructor/Admissions Guide
- Broadcast journalism instructor – taught video editing, radio/audio production, script writing, videography, producing, technical directing, etc.

2007 to 2009 **Context Media, LLC, now Outcome Health** Chicago, IL
Video & Motion Graphics Editor
- Produced and edited ads & motions graphics for major healthcare & pharmaceutical corporations

2006 to 2006 **Anixter Center** Chicago, IL
Public Relations Specialist
- Wrote, edited, produced, and created layouts for agency collateral and media campaigns, including brochures, newsletters, fact sheets & annual reports

2006 to 2007 **CBS Radio -WBBM-AM Newsradio780** Chicago, IL
News Writer
- Wrote news copy for anchors

2005 to 2008 **Ginmar Corporate Promotions** Chicago, IL
Public Relations & Media Director
- Broadcast script writer for client media campaigns and productions, including the American Medical Association
- Executed media campaigns; produced client PR materials and marketing collateral

2004 to 2010 **Freelance Reporter:** Chicago, IL
- Freelance reporter for various media outlets including **AOL**, **EbonyJet.com**, ***Rise Up*! magazine, China Daily USA, Legal Newsline**, ***Chicago Life*** **magazine- an insert of the *New York Times*,** and numerous other print publications, online news, and entertainment sites

Freelance Producer:
Broadview Media Chicago, IL
- Coordinated and field produced shoots for the final season of HGTV's *New Spaces*

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2004 to 2010 **Freelance Public Relations & Marketing Work:**

Health eTechnologies Chicago, IL
VP of Marketing & Communications
- Wrote all company & product marketing collateral including press releases, sales pieces, web copy, brochures, newsletters, articles for publication, fact sheets, et. al.
- Company Spokesperson and voiced telehealth audio products
- Developed and executed media campaigns for product launches and events

Carosh Compliance Solutions Chicago, IL
Chief Communications Officer
- Managed communications and marketing for medical continuing education company

2004 to 2005 **PBS/WTTW11** Chicago, IL
Associate Producer for "Chicago Tonight", "Chicago Matters" producer, "Candidate Free Time" producer
- Wrote, edited, and produced field packages
- Pitched segment ideas, booked, and pre-interviewed in-studio guests
- Researched topics & briefed on-air talent for news panels, wrote segment open & close

2003 to 2004 ***Broadcast Operations Coordinator, Associate Producer of "Image Union", Production Assistant for "Soundstage", WFMT Pledge Producer***
- Wrote, edited, customized, and produced station IDs, image spots, ads, and national and local show promotions; transferred spots to Traffic Manager
- Scouted & screened films; Wrote, edited, and produced *Image Union* show
- Prepped musicians and seated VIP guests at *Soundstage* shows

2002 to 2002 **Medill News Service – Northwestern Univ.** Washington D.C.
- Pitched story ideas & produced video pieces for the Washingtonpost.com
- Washington correspondent for TV 2 Fox Virgin Islands
- Features reporter for WTOP 1500 AM/107.7 FM Radio

2002 to 2004 **DePaul University** Chicago, IL
McNair GRE Prep Course and Writing Instructor
- Verbal GRE Prep Course instructor; Writing instructor and tutor

2000 to 2001 **University of Illinois at Urbana-Champaign** Champaign, IL
Teaching Assistant/Journalism Lab Monitor
- Assisted in teaching undergraduate broadcast production classes

EDUCATION:

Jan. 2002 to Dec. 2002 **Northwestern University** Evanston, IL
Received Degree in 6/03 ***Masters of Science in Journalism*** Broadcast Sequence GPA: 3.7

Aug. 1997 to May 2001 **University of Illinois at Urbana-Champaign** Champaign, IL
Bachelors of Science Broadcast Journalism GPA: 3.3

CERTIFICATES:

Jan. 2025 to Dec. 2025 **Haroun Business Academy** Online
MBA certificate program

July 2021 to Aug. 2021 **altMBA** Online
Seth Godin's intensive workshop for marketing leaders

Apr. 2017 to Oct. 2017 **Northwestern University** Evanston, IL
Full Stack Web Development certificate

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PUBLISHED BOOKS: Aricka Flowers, Contributing Author, "*Extraordinary Commitment: Challenges and Achievements of Today's Working Learner*" © 2010

CORE COMPETENCIES:

- **Narrative & Brand Strategy:** Category Creation, Brand Positioning, Messaging Frameworks, Executive Thought Leadership, OOH & Digital Campaigns, Agency Management
- **Communications & PR:** Tier-1 Media Relations, Funding Announcements, Broadcast & On-Camera Media, Crisis & Corporate Comms, Investor Communications
- **Content Operations & Growth:** High-Velocity Publishing Engines, Developer Storytelling, Thought Leadership Whitepapers & Reports, AEO/GEO & SEO, Analytics & Content Ops
- **Multimedia & Rich Media:** Creative Video Direction, Podcasting, Live Broadcast/Webcast Production, Scriptwriting, Post-Production Management
- **Domain Knowledge:** AI/ML Developer Tooling, AI Coding Agents, Software Delivery/DevOps/CI/CD, Feature Management, Open Source & Developer Ecosystems

TECHNICAL SKILLS:

Git, GitLab, Final Cut Pro, Figma, Asana, Confluence, Notion, Jasper AI, Sprout Social, Adobe Creative Cloud, Search Engine Optimization (SEO), Content Management Systems (CMS), Digital Email Marketing Platforms, Avid Media Composer, JavaScript, jQuery, Github, Firebase, HTML, CSS, Bootstrap, Media Queries, APIs, JSON, MySQL, AJAX, Drupal, Wordpress, command line, computer science fundamentals, unit testing, WinCue, AP Electronic News Production System, Comprompter's Electronic NewsRoom System, Linear & Online Video Editing

AWARDS:

- GitLab 2020 MIT Mentorship program project winner
- PBS/WTTW Newton Minow Fellow
- Northwestern University editorial scholarship
- Dean's List
- F. E. Schooley Journalism Scholarship
- David & Mary Bloom Scholar
- Presidents Award Scholar, University of Illinois at Urbana-Champaign

AWARDS & RECOGNITION FOR PROGRESS ILLINOIS: (short list)

Under my stewardship as editor-in-chief & publisher:

- Progress Illinois was recognized as a Best State Political News Blog by Stateside Associates in 2012.
- Progress Illinois was named as a Double Star news website and ranked as the second top Specialty News website in the "New News 2012" report by the Community Media Workshop, The Chicago Community Trust, and the MacArthur Foundation.
- Progress Illinois was named as a top-ranked online news site in the Linking Audiences report by Northwestern University and Syndio Social in 2012.
- Progress Illinois was ranked in the top ten (8th) in a listing of the Top Independent Political & News Blogs in Illinois.

COMMUNITY SERVICE:

- Code Platoon coding boot camp — Head of Lead Nurturing, Content & Marketing team member (2017 to 2019)
- Junior League of Chicago (2016 to 2020) — Art Director, Marketing Committee (2018 to 2020)
- Chicago Spirit Brigade, Board of Directors — Communications Coordinator (2011 to 2017)
- Changing Worlds, Board of Directors — Communications Committee Member (2012 to 2014)