ARICKA T. FLOWERS

Chicago, IL
atflowers2@proton.me • 312.493.4740 • linkedin.com/in/arickaflowers

Content marketing and brand executive with a track record of building high-velocity content engines, category-defining narratives, and Tier-1 PR programs for high-growth developer and AI/ML platforms, including GitLab, LaunchDarkly, and CodeRabbit. Combines hands-on content strategy and creative direction with executive communications and cross-functional leadership — partnering across product, sales, design, and engineering to accelerate measurable growth at startup speed.

EXPERIENCE

2026–Present **CodeRabbit** **San Francisco, CA**

Head of Brand, Content & Communications (Apr 2026–Present); Sr. Content Marketing Manager (Feb–Mar 2026)

- Orchestrated the full content, PR, and communications rollout for a $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" company narrative and produced a full-funnel content suite spanning flagship launch videos, foundational blog posts, and multi-channel announcements
- Led GTM communications and product messaging for the launch of the company's AI Security Agent
- Directed an external brand agency and an actor from HBO's Silicon Valley to deliver a hero launch video, providing technical positioning and creative oversight; separately led strategy and production of product launch videos
- Activated a network of tech creators and DevRel influencers for synchronized Day-1 launches, coordinating executive thought leadership across X and LinkedIn
- Built and scaled a cross-functional content engine, increasing publishing cadence 120%+ and driving 110%+ blog traffic growth in Q1, including 80% growth in AEO/GEO footprint

2024–2026 **Flowers Consulting** **Chicago, IL**

Founder & Principal, Brand and Content Marketing Advisory

- Advised startup founders and executive teams on brand positioning, go-to-market messaging, and content marketing strategy to accelerate growth
- Built integrated content strategies spanning SEO, thought leadership, PR, social, email, and demand generation, plus messaging frameworks and brand narratives that improved acquisition and investor communications
- Designed editorial strategies and scalable content operations enabling high-volume publishing without sacrificing quality

2022–2023 **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
- Cut production lead time for major thought leadership assets by 50%+ and established an editorial operating rhythm across writers, freelancers, and agencies
- Tripled press mentions for core thought leadership and the annual industry benchmark report under hands-on editorial leadership

- Built the team's first content performance reporting system to measure engagement, distribution, and pipeline influence; co-edited O'Reilly's "Operating Continuously"

2018–2022 **GitLab** **San Francisco, CA**
Manager, Digital Production (2019–2022); Content Marketer (2018–2019)

- Produced NASDAQ's first public IPO livestream for GitLab's market debut; built and managed the digital production team
- Developed multimedia content strategy for brand, sales, product, and marketing; managed creative direction, budget, vendors, and production crews
- Wrote and edited blog and web content for developer and technical audiences; produced a Coursera course on managing remote teams
- Co-led the DIB Advisory Board and Minorities in Tech employee resource group

2010–2016 **Progress Illinois** **Chicago, IL**
Editor in Chief & Publisher

- Transformed a startup blog into a nationally recognized news outlet, earning coverage on MSNBC, The Nation, and the Chicago Tribune
- Owned editorial direction and publishing schedule; added video and livestream content, growing readership by 200+ followers per week
- Managed budget, staff, and SEO/traffic strategy; oversaw advertising and media partnerships

Earlier career: Journalism, Video Production & PR roles at PBS, CBS Radio, AOL, Public News Service, Medill News Service/Washingtonpost.com, Anixter Center, Outcome Health, and Legal Newsline, among others (2002–2010).

EDUCATION

2002 **Northwestern University** **Evanston, IL**
M.S. in Journalism, Broadcast Sequence — GPA 3.7

2001 **University of Illinois at Urbana-Champaign** **Champaign, IL**
B.S. in Broadcast Journalism — GPA 3.3

CERTIFICATES

2025 **Haroun Business Academy — MBA Certificate Program** **Online**

2021 **altMBA — Seth Godin's Intensive Workshop for Marketing Leaders** **Online**

2017 **Northwestern University — Full Stack Web Development Certificate** **Evanston, IL**

CORE COMPETENCIES

Brand & Narrative Strategy • Tier-1 Media Relations & PR • Content Operations & Growth • Executive & Investor Communications • AI/ML & Developer Tooling • Multimedia & Video Production

AWARDS & RECOGNITION

- GitLab 2020 MIT Mentorship Program project winner
- PBS/WTTW Newton Minow Fellow; Northwestern University Editorial Scholarship
- Contributing Author, "Extraordinary Commitment: Challenges and Achievements of Today's Working Learner" (2010)