

Kieran Kilbride-Singh

[@remotekieran](#)

Hello 🖐️

I'm a writer and full-stack product marketer interested in software, data, and smart cities.

I've worked remotely across tech for five years, filling cross-functional roles in fast-paced startup and agency environments.

I've lived in ten different cities, nurtured a love for dumplings, and developed a specialism in unifying market requirements, customer needs, and company capabilities into coherent product narratives.

Expertise 🧠

- Copy, content, storytelling
- Positioning, pricing, messaging
- Commercial + industry knowledge
- Product development, UX, onboarding
- Market research + competitive analysis
- Jobs-To-Be-Done + voice of the customer

Education 🎓

MSc Marketing, Nottingham Trent University, 2015-2016

Focused on high-level strategy for:

- Entering markets
- Positioning products
- Maintaining a competitive advantage
- Keeping the customer central to marketing

BA (Combined Hons.) Communication & Society and English, First Class Honours, Nottingham Trent University 2010-2014

Contact 📧

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Writer & Narrative Designer

Future Cities Catapult, London, September 18-Current

- I write various forms of copy and content about the pivotal role technology has in building the cities of the future. Much of my focus has been on issues around data, privacy, and security when it comes to designing, building, and gaining citizen buy-in for planning, mobility, and infrastructure projects in smart cities.

Product Marketing Manager

D4 Software, Remote, January 17-June 18

- Brought three data products to market (see below) from concept to revenue with Jobs-To-Be-Done, positioning and messaging, value-based pricing, product betas, launching and relaunching.
- Re-positioned and re-priced existing products according to value, 10x'ing MRR with data-backed pricing changes.
- Pioneered behaviour-based user onboarding.
- Worked with product teams to steer product roadmaps.
- Authored web and blog content, including ghost writing for c-level leadership, reaching over half a million people.

Marketing Strategist

Kilbride Communications, Remote, January 15-December 17

- Devised positioning, value propositions, and messaging.
- Created copy and content strategies and materials to drive user awareness, acquisition, and retention.
- Clients included Birmingham City University, Nottingham Trent University, TedX Brum, GoTibba.

Copywriter & Project Manager

Pyramidion, Antwerp (Belgium), April 15-August 15

- Worked on high-level marketing strategy for global B2B tech conglomerates such as DNV GL and NXP. Projects ranged from IoT products to transnational smart grids.
- Wrote scripts for keynotes delivered globally, messaging documents for new products and companies, technical white papers, web content, and competitive analyses.

Marketing & Communications Lead

Human Camera, Nottingham (UK), September 14-March 15

- Grew and nurtured an online audience through content marketing (blogging, social media), launched a recurring event (gaining media coverage), wrote multi-channel copy.

Data Surveyor

TomTom, Remote, May 12-August 14

- Travelled the UK - from London to Edinburgh - mapping cities on a Geographic Information System (GIS). Self-managed role.

Recent projects

D4 Software (2017-2018):

- Launched a [SaaS analytics product](#) with anonymous tracking.
- Grew revenue of a privacy-focused [database migration tool](#).
- Repositioned an open source [data reporting tool](#).
- Created a security, privacy-focused identity for a [mining pool](#).

Continuous global travel (2014-ongoing):

- I've spent the last few years working remotely while living in cities in Europe, Asia, and South America. I've experienced first-hand the need to use a VPN to access products and services taken for granted in Western countries, as well as ensure privacy and security when working online.
- I've also witnessed the rise of closed platforms, their grip on the data flows in cities, and the gradual erosion of privacy in the name of corporate profits.

Battle to retain my online privacy (2013-ongoing):

- Moving back to Firefox and to DuckDuckGo.
- Installing various protection (e.g. uBlock Origin).
- Abandoning companies and products that abuse privacy in order to sell advertisements.
- Adopting secure communication (Signal, Proton Mail).
- Using a VPN when I feel I need more privacy (e.g. working).
- Trying to educate friends and family about the necessity of online privacy and net neutrality.

Kilbride Communications (2015-2017)

- Marketing and communications plans for various non-profits.
- Exploratory project with a MaaS startup in London (Local Courier) trying to improve the flow of parcels in urban places.

TEDx Brum (2016):

- I helped [promote](#) TEDx Brum 2016 under the [#PowerOfUs](#) theme: "How can we pioneer a better city together? It's time to break down the walls and connect across public, private and civic sectors in order to build a city we can be proud of."

Sustrans (2016):

- Volunteered for 6 months. I designed and wrote case studies, project sheets, leaflets, and brochures promoting active travel.

Academic work, hacktivism + privacy (2013-2015):

- Critical analysis of hacktivism by Anonymous (2013)
- Can journalism ever truly be global (2014)
- MSc Marketing (2015) research project exploring the increasing lengths corporations go to in order to match up online and offline behaviour at an individual level. I focused on the ethical and privacy implications for consumers of a connected society.

Portfolio

Products, projects, writing

Product marketing

- Complete product marketing portfolio [online](#)
- Building a product narrative for an [IoT chip](#)
- Crafting a compelling story for a new [global company](#)
- Creating a brand, position, messaging, and web and social presence for a [new product](#)
- Building trust in the [cryptocurrency markets](#) with a security-focused narrative

Written content

- *TEDx Brum 2016*: "[The Power of Us](#)"
- *initial commit*: "[Why company culture makes or breaks remote work](#)"
- *initial commit*: "[Data: the resource that will power the future](#)"
- *initial commit*: "[What would you do with 10,000 interns? Why you need an AI strategy.](#)"
- *initial commit*: "[JavaScript's evolution into a first-class language](#)"
- *Mind The Product blog*: "[Using analytics to raise prices and win new customers](#)"
- *SQLizer blog*: "[Is it possible to host Facebook on AWS?](#)"
 - [Hacker News thread](#)
- *SQLizer blog*: "[SQL is 43. Why do we still use it?](#)"
 - [Hacker News thread](#)
 - [reddit thread](#)
- *D4 blog*: "[What should you do with your data?](#)"
- *D4 blog*: "[What does GDPR mean for data-first companies?](#)"
- *QueryTree blog*: "[Are you creating value with your data?](#)"
- *Prodlytic blog*: "[An actionable data science framework for product analytics](#)"
- *Prodlytic blog*: "[Finding your customers' jobs to be done](#)"