

Tariq Ahmad

Senior Content Strategy Leader | Technical Storytelling | Developer Ecosystems | Sustainable Systems

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Executive Profile

Senior content and community strategist with **15+ years of experience building high-impact editorial programs, developer ecosystems, and technical storytelling platforms across global technology companies.**

Known for turning complex technical topics into high-performing content programs that drive engagement, education, and product adoption. Experienced collaborating with engineering teams, developer communities, and technology partners including **AMD, Arduino, Nordic Semiconductor, Xilinx, and Edge Impulse.**

Founder of **Content Catalyst**, an open-source initiative exploring how storytelling, analytics, and experimentation can work together to improve decision-making across content, product, and sustainability strategy.

Selected Impact

- Launched **Project14**, a global engineering design challenge generating **1.1M+ visits and 1,300+ builds**
 - Produced and hosted **100+ technical webinars** generating **3.5M+ views**
 - Increased organic search traffic **30%+ through long-tail technical SEO strategy**
 - Built integrated content programs serving a **700K+ global engineering community**
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Core Expertise

Content Strategy & Editorial Leadership

Content Strategy · Content Marketing · Editorial Strategy · Brand Voice & Messaging · Thought Leadership · Narrative Development · Technical Storytelling

Growth & Integrated Marketing

Integrated Campaign Planning · Demand Generation · Go-to-Market (GTM) Strategy · Audience Segmentation · SEO Strategy · Content Distribution · A/B Testing · Performance Optimization

Developer & Community Ecosystems

Developer Engagement · User-Generated Content Programs · Technical Webinar Production · Community Growth Strategy

Analytics & Content Performance

Google Analytics · Adobe Analytics · Content Performance Analysis · Data-Informed Decision Making · UX Optimization

Content Operations & Platforms

CMS Governance (WordPress, Verint, Jive) · Editorial Workflows · Content Calendars · Localization · Workflow Management

Tools

Jira · ON24 · Workfront · Adobe Analytics · Canva · Descript · SharePoint · YouTube Studio · Visual Studio Code · Command Line / CLI Tools

Professional Experience

Content Catalyst — Founder & Chief Architect

Chicago (Remote) | 2025–Present

Founded an **open-source content and strategy platform** exploring how design thinking, analytics, and storytelling can work together to support responsible decision-making.

Developed modular tools including:

- **Catalyst Canvas** — design thinking and experimentation workspace
- **Narrative Risk** — framework for evaluating narrative signals in strategy and policy
- **Global Impact Catalyst** — ESG indicator pipelines for transparent reporting
- **Catalyst Finance** — microeconomic analytics engine connecting strategy and measurement

Applies content strategy, editorial planning, SEO, and analytics to build a public knowledge platform spanning blog, newsletter, research, and open-source tools.

Farnell / Avnet — Community & Content Manager (element14)

Chicago (Hybrid) | 2016–2024

Led global content and community strategy for **element14**, Avnet's engineering ecosystem with **700K+ members**.

Built integrated programs connecting editorial content, webinars, and community participation to support product education and supplier marketing.

Key Achievements

- Created **Project14**, a global engineering challenge series generating **1.1M+ visits and 1,300+ projects**
- Produced and hosted **100+ technical webinars** with Arduino, AMD, Xilinx, Nordic Semiconductor, and Edge Impulse
- Drove **3.5M+ total content views** through integrated campaign execution
- Increased organic search traffic **30%+ through technical SEO and long-tail editorial strategy**
- Designed content loops connecting **education → experimentation → product adoption**

This role blended **content strategy, community design, and digital platform development**, positioning element14 as a learning platform rather than a traditional forum.

Farnell — SEO Executive & Content Specialist

Chicago | 2015–2016

Created SEO-optimized product marketing content supporting global campaigns across Farnell, Newark, and element14.

- Developed keyword-driven product content improving search visibility
 - Conducted on-page optimization and metadata improvements
 - Partnered with global marketing teams to align messaging with campaigns
 - Improved UX clarity and discoverability across priority product categories
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Grainger — SEO Copywriter

Lake Forest, IL | 2013–2014

Produced SEO-optimized product content at scale for Grainger's industrial supply platform.

- Wrote and optimized technical product descriptions for B2B buyers
 - Partnered with SEO and merchandising teams on content briefs and taxonomy improvements
 - Contributed to A/B testing and UX optimization initiatives
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ActiveCampaign — Content Director / Copywriter

Chicago | 2004–2011

Early team member at marketing automation startup that later grew into a global SaaS platform.

- Created onboarding content, help documentation, and knowledge base materials
 - Produced blog content, email campaigns, and thought leadership articles
 - Developed documentation that improved customer education and reduced support requests
 - Helped establish brand voice during the company's early growth stage
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Catalyst Chicago — Copy Editor (Intern)

Chicago | 2005

Edited investigative journalism covering public education reform in Chicago.

- Edited articles for clarity, grammar, and AP style
 - Fact-checked policy reporting and source materials
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Education

University College Dublin

Professional Diploma (Master's Pathway) – Sustainable Development (*In Progress*)

First Class Honours Standing

University of Kansas

Bachelor of Arts

Advanced Training & Certifications

Strategy, Leadership & AI Transformation

- **Business Strategy (Specialization)** — University of Virginia Darden School of Business
- **IBM & Darden Digital Strategy (Specialization)** — University of Virginia Darden School of Business
- **Entrepreneurship: Growing Your Business (Specialization)** — University of Virginia Darden School of Business
- **Design Thinking (Specialization)** — University of Virginia Darden School of Business
- **Generative AI in Marketing (Specialization)** — University of Virginia Darden School of Business
- **Generative AI for Executives & Business Leaders (Specialization)** — IBM
- **Leadership & Communication** — Harvard University
- **Connected Leadership** — Yale University

- **Brand Management: Aligning Business, Brand and Behaviour** — London Business School

Technical Foundations & Systems Fluency

- **Harvard CS50 Series** — Computer Science (Verified), Artificial Intelligence with Python, Databases with SQL, Programming with R
- **Machine Learning (Specialization)** — Stanford University
- **C Programming with Linux (Specialization)** — Dartmouth College
- **Go & C++: Programming in Two Successor Languages of C** — University of California, Santa Cruz
- **HTML, CSS & JavaScript for Web Developers** — Johns Hopkins University
- **Building Web Applications in PHP** — University of Michigan
- **Computer Architecture Essentials on Arm** — Arm

Quantitative & Machine Intelligence Foundations

- **Discrete Mathematics for Computer Science (Specialization)** — UC San Diego
- **Foundational Mathematics for AI** — Johns Hopkins University
- **Neural Networks & Deep Learning** — DeepLearning.AI
- **Improving Deep Neural Networks** — DeepLearning.AI
- **Structuring Machine Learning Projects** — DeepLearning.AI
- **Calculus through Data & Modeling** — Johns Hopkins University
- **Introduction to Mathematical Thinking** — Stanford University

Analytics, Growth & Performance

- **Marketing Analytics** — University of Virginia Darden School of Business
- **Search Engine Optimization (SEO) (Specialization)** — University of California, Davis
- **Social Media Marketing** — Northwestern University

Sustainability, Governance & Global Systems

- **Master's Pathway in Foundations of Sustainable Development** — SDG Academy
- **Foundations of Sustainability & ESG** — Saïd Business School, University of Oxford
- **The Age of Sustainable Development** — Columbia University
- **Planetary Boundaries** — Stockholm University
- **International Organizations Management** — University of Geneva
- **International Humanitarian Law in Theory & Practice** — Leiden University
- **Indigenous Peoples' Rights** — Columbia University

Selected Media & Publications

Produced and hosted 100+ engineering webinars with partners including AMD, Arduino, Xilinx, Nordic Semiconductor, and Edge Impulse covering topics such as TinyML, robotics, FPGA development, and machine vision.

Policy research published through the University College Dublin Global Classroom program examining sustainability governance and technology policy.

Open-Source Projects

Content Catalyst Platform (MIT Licensed)

github.com/Content-Catalyst-LLC

Open-source platform connecting **design thinking, storytelling, analytics, and sustainability strategy**.

Key modules include:

- Catalyst Canvas — experimentation framework for content and product strategy
- Catalyst Finance — microeconomic analytics engine
- Global Impact Catalyst — ESG indicator pipelines
- Narrative Risk — qualitative signal analysis framework