

C-Suite Ghostwriting

C-suite ghostwriting (sample shown)

Image shows a post from a C-suite social campaign for Google Cloud UK/I. I ghostwrote for senior leadership to grow executive visibility with enterprise buyers and partners.

Other ghostwriting includes CEO-to-CEO letters from the selling company to target companies, and personalised “manifestos” for target CEOs (e.g. a tailored note for Sanofi’s CEO on Google Cloud’s healthcare value proposition).

Selected contributions

- Developed executive tone-of-voice playbooks and messaging pillars aligned to account-based motions.
- Wrote LinkedIn posts, articles, conference remarks, internal all-hands notes, and media bylines under executive names.
- Produced bespoke CEO letters and one-to-few outreach scripts for priority accounts, coordinated with Sales, Comms, and Legal.
- Crafted value narratives for regulated industries (healthcare, public sector), translating complex cloud and AI capabilities into board-level outcomes.
- Built rapid approval workflows with stakeholder packs: draft, rationale, risk review, and final sign-off.
- Measured performance on executive reach and engagement quality (senior decision-maker interactions, inbound requests, speaking invites).
- Ensured message discipline across social, keynote decks, and follow-up emails to support live campaigns and launches.

Context

- Enterprise tech and SaaS focus, with work spanning thought leadership, ABM content, and leadership communications for marquee brands including Google Cloud UK/I.
- Outputs designed for credibility with CIO/CTO/CFO audiences and alignment with live pipeline priorities.