



# 2021 Women in Content Marketing Awards: Winners Announced

*The WICMA's spotlight the achievements of a diverse group of women from across the content and marketing industries.*

NEW YORK CITY, NEW YORK, UNITED STATES, September 22, 2021 /EINPresswire.com/ -- Masthead Media, a full-service content marketing company founded and led by women, announced the winners of the 2021 Women in Content Marketing Awards (WICMA's) at a live virtual celebration on September 21, 2021. The event and awards ceremony were presented in partnership with the Content Marketing Institute, a leading global content marketing education and training organization.

The WICMA's were created to spotlight content marketing achievements made by a diverse group of women in the content and marketing industries, highlighting those who have positively impacted their brands, customers, and colleagues through their leadership.

The number of nominations for the five WICMA award categories—WICMA Content Marketer of the Year, Marketing Leader of the Year, Pivot, Rising Star, and Freelance Excellence—more than tripled from 2019, with hundreds of women marketers at all levels submitting their materials. The 2021 Women in Content Marketing Award Winners are:

## 2021 WICMA Content Marketer of the Year Winners

- Caroline Tell, HATCH Collection / Babe
- Colleen Stauffer, Pinterest
- Ellen Gerstein, Pfizer, Inc.
- Dayne Bernstein, Rothys
- Nekasha Pratt, HarperCollins Publishers
- Robin Bennefield, Marriott International
- Stacie Dauffenbach, ADT
- Stephanie Reid-Simons, Zillow

## 2021 Marketing Leader of the Year Winners

- Katie Jansen, AppLovin
- Bethany Hale, Cedar

## 2021 Pivot Winners

- Betty Wong Ortiz, Dropbox
- Christina Westbrook, Dell Technologies
- Fatima Zaidi, Quill Inc

#### 2021 Rising Star Winners (Scholarship Winners)

- Brittany Manchisi, IBM
- Iman Isla Bashir, Craftly.AI

#### 2021 Freelance Excellence Winners

- Kristen Geil
- Michelle Jackson

Additionally, everyone who was a WICMA Finalist was celebrated at the event. All the 2021 Women in Content Marketing Awards Finalists can be found here: [Cmi.Media/h41z](https://cmi.media/h41z)

“There are so many incredible, diverse women in content marketing who are fueling innovation, skillfully leading teams, and driving results for their brands and organizations,” says Amanda Kreuser, co-founder of the WICMAs and Masthead Media.

“Far too few of these women are spotlighted as thought leaders, or given any kind of recognition for the contributions they’re making to our industry,” adds Julie Hochheiser Ilkovich, WICMA and Masthead Media co-founder. “We created the WICMAs in order to bring overdue and well-deserved focus to these inspiring, industry-shaping women.”

A panel of content marketing industry leaders judged the WICMAs, including Sara Felsenstein, IBM Originals; Esther Hong, Morgan Stanley; Christina Mautz, Moz; Anna Payawal, Pottery Barn; Stephanie Stahl, Content Marketing Institute; Kate Winick, Peloton, and Heather Keets Wright, Wright Creative Agency.

“We are thrilled to partner with Masthead for the WICMAs again this year,” says Stephanie Stahl, WICMA judge and general manager of the Content Marketing Institute. “All of us here at the CMI feel strongly about the importance of recognizing and celebrating amazing women in content marketing. Despite the pandemic times that we’ve all been living through for the past year and half, it is very clear that brilliant content marketing didn’t stop. In fact, we’ve seen some of the most creative and innovative content ever.”

A group of WICMA nominees, founders, and other executive leaders will be speaking at a panel, “Secrets from the Executive Suite: How Brand Leaders Evaluate and Measure Content Marketing Success,” at Content Marketing World on Thursday September 30th at 2:45pm, providing an opportunity for fellow marketers to learn from these inspiring leaders. The panel can be viewed virtually at [Cmi.Media/r16m](https://cmi.media/r16m)

For more information on WICMA and this year’s winners and honorees, please visit

[WICMA.Medium.com](https://www.wicma.medium.com).

#### About WICMA

The Women in Content Marketing Awards (WICMAs) are created and presented by Masthead Media, a full-service content marketing company founded and led by women. The Women in Content Marketing Awards recognize the outstanding work of inspiring and accomplished innovators, spotlighting specific achievements made by women, and ways that these marketers have positively impacted others—colleagues, clients, and the industry as a whole—through their leadership.

#### About Masthead Media

Masthead Media collaborates with iconic and emerging brands to craft and share their unique stories with the world. In addition to campaign-based initiatives, the company supports clients in cultivating long-term relationships with customers through editorial-style content development, social media management, thought leadership development, influencer programming, search and social insights, and analytics reporting services. For more information, visit [www.mastheadmedia.com](https://www.mastheadmedia.com).

#### About Content Marketing Institute

Content Marketing Institute is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's Content Marketing World event, the largest content marketing-focused event, is held every fall, and the ContentTECH Summit event is held every spring. CMI publishes Chief Content Officer for executives and provides strategic consulting and content marketing research for some of the best-known brands in the world. Content Marketing Institute is organized by Informa Connect.

#### About Informa Connect

Informa Connect is a specialist in content-driven events and digital communities that allow professionals to meet, connect, learn and share knowledge. We operate major branded events in Marketing, Global Finance, Life Sciences and Pharma, Construction & Real Estate, and in a number of other specialist markets and connect communities online year-round.

#### Press Contacts:

Danielle Agugliaro, Masthead Media  
[danielle.agugliaro@mastheadmedia.com](mailto:danielle.agugliaro@mastheadmedia.com)

Amanda Subler  
Content Marketing Institute  
[Amanda.Subler@Informa.com](mailto:Amanda.Subler@Informa.com)

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