

SUMMARY

Creative and strategic content manager and writer/editor skilled at executing multiple projects in complex, deadline-driven environments. Data-driven decision maker. More than 10 years personnel management, budget and project management experience.

SPECIALITES

- Senior-level content manager and editor/writer experienced in breaking news, entertainment, business, lifestyle; social media manager; photo editor.
 - Project and program management (Jira, Basecamp)
 - User engagement; analytics
 - AP style
 - Personnel and budget management
 - HTML, Photoshop, CMS
 - UX/UI
 - Marketing, PR
 - SEO
-

WORK HISTORY

Aquent **CONTENT CONSULTANT** **Dec. 2013-present**
Conduct candidate interviews, write talent summaries. Edit technical assessments; maintain editorial guidelines. Advise on content and social media management and strategies. Work encompasses in-house projects, financial companies, multi-national corporations.

KIRO **DIGITAL PRODUCER** **May 2017-present**
(Freelance) Write and edit news stories for web, mobile and social platforms.

Rhapsody/Napster **SENIOR CONTENT MANAGER** **Aug. 2015-April 2017**
Directed day-to-day publishing and programming for global music streaming service with 3M subscribers. Managed external staff of freelancers, collaborated with global content, label relations, social media and product teams. Instituted company-wide change management, inclusive of budget. Implemented content strategies that increased month-over-month engagement; partnered with product to heighten listener experience. Content project manager for product launches. Drove content strategy for Q3 2016 company re-org.

- Continuous content strategy iterations increase engagement month-over-month (10%+)
- Developed metric narratives to inform data-driven strategies
- Managed editorial calendar and content inventory
- Daily copy editing, writing, publishing (WordPress), programming; writing/editing coach
- Managed 1 direct report and 8 freelancers
- Managed content budget
- Partnered with operations, social media, product, marketing, UX and BI teams
- Content project manager for 5 launches in 9 months
- Daily collaboration with editorial operations team, label team (NYC, Nashville)
- Collaborated with global team on content and implementation (U.K., Germany, Brazil)

Nike **PROJECT MANAGER** **April 2015-Sept. 2015**
(Contract) Managed digital assets (1k+) with global team for Nike Women's Fall 2015, Holiday 2015 and Spring 2016 Style Guides, social media and retail. Published assets to internal DAM with metadata.

Thrivent Financial **SOCIAL MEDIA MANAGER** **Aug. 2014-March 2015**
(Contract) Edited/wrote content for social media channels. Managed CIO social messaging; collaborated with marketing team; ensured content met regulatory compliance.

KCPQ/Tribune Company **DIGITAL LEAD** **March 2011-Nov. 2013**
Directed digital news presence for station, including website, mobile and social networks. Managed digital team and newsroom contributors; executed marketing and corporate initiatives.

- Daily publishing/copy editing for website/social media, covered breaking news, news wires/affiliate content, responsible for online events (broadcast streams, elections, press conferences)
- Hiring manager; managed web editors (2-5) and workflow of 20 newsroom staff
- Directed staff on SEO strategies, best practices, industry standards; edited daily newsletter
- Unique visitor growth to site 61%; local visitor growth 54%; Facebook growth 400%; Twitter growth 20%. Launched Google+, Pinterest, Vine, Instagram; social media accounted for 40%+ of traffic
- #1 Tribune station for SMS subscribers; 3M+ text messages received annually
- Created CMS technical documentation; wrote editorial guidelines and staff stylebook
- Worked on app development; tested CMS enhancements; worked with marketing staff
- Daily site metrics (Omniture, Google Analytics, Facebook Insights)
- Launched proprietary CMS website; launched corporate redesigned site

Microsoft **EDITOR** **Oct. 2010-March 2011**
Contract editor for Bing Entertainment hub. Programmed content to engage users and deliver quality SERPs.

- Edited/programmed content for entertainment hub that adhered to SEO strategies
- Programmed special events (Oscars, Grammys, breaking news); seasonal programming
- Developed collaborative content with MSN and Zune; contributed to cross-team projects

Glimmer Inc. Management **PRESIDENT/CEO** **Jan. 2001-Jan. 2011**
Founded management firm offering artists full-scope representation. Developed cutting-edge online initiatives, offering free music downloads and streams long before it was a mainstream model. Clients obtained consistent audience and revenue growth.

- Authorized to represent artist; signatory rights (legal and financial)
- Negotiated recording, distribution and publishing contracts
- Managed production of artist recordings, websites, merchandise, promotional materials (12 projects); managed recording budgets (\$2k-\$125k)
- Managed artist-owned label; obtained international distribution; 5 full-length releases, sales 100k+
- Licensed music for independent/feature films, commercial use, online
- Managed touring/marketing budgets, expense/income forecasting, payroll, work visas/tax forms
- Developed marketing, promotion, press, radio, social media and advertising campaigns
- Developed pre-sale and value-added campaigns; managed artist websites, social media, brand
- Presented artists at industry events with attendance of 25,000+ (SXSW, Sundance, CMJ)
- Secured artist endorsement deals
- Managed Glimmer Inc. employees (6)

ADDITIONAL EXPERIENCE

Microsoft	Program Manager & Technical Editor	(1 year/contract)
Star Tribune	Online Editor & Staff Writer	(3 years)
St. Paul Pioneer Press	Staff Writer	(3 years)
No Depression	Content & Project Manager	(freelance)
MinnPost.com	Technology & Data Director	(freelance)
Request Magazine	Associate Editor	(6 years)
Bitstream Underground	Creative Consultant & Account Manager	(1.5 years)
Editor/Writer	CNBC, Rolling Stone, Spin, Billboard, others	(freelance)
Video Librarian	MTV Networks	(freelance)
Image Archivist	Lord & Taylor	(freelance)

EDUCATION

- Pratt Institute, MSLIS program, New York, NY. 4.0 GPA.
- University of Minnesota, Minneapolis, B.A. 3.35 GPA. Double major journalism and history (social and legal history), KUOM news writer, Minnesota Daily staff writer.