

**SUMMARY**

Expert strategic and tactical content manager and writer/editor skilled at executing multiple projects in complex, deadline-driven environments with additional expertise in operational processes and management. Data-driven decision maker. More than 10 years personnel, 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; website management.
- Project and program management
- UX/UI
- Personnel and budget management
- User engagement; analytics (Google, Omniture, Radian 6, comScore, Amplitude)
- HTML, Photoshop, CMS, SEO, Sharepoint
- Marketing, PR
- AP style

**PROFESSIONAL EXPERIENCE****WRITER/EDITOR, CONTENT CONSULTANT**

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

**Rover** April 2017-present  
 (Freelance) Write and edit sitter profiles.

**Aquent** Dec. 2013-present  
 (Freelance) Conduct candidate interviews, grade assessments, developed internal editorial guidelines. Advise on content and social media management and strategies. Work encompasses in-house projects, financial companies, multi-national corporations.

**SENIOR CONTENT MANAGER**

**Rhapsody/Napster** Aug. 2015-April 2017  
*Directed daily publishing and programming for global music streaming service with 3M subscribers. Managed freelancers, collaborated with global content, label relations, social media and product teams. Instituted company-wide change management, inclusive of budget. Content strategy increased month-over-month engagement; partnered with product to heighten listener experience.*

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

**PROJECT MANAGER**

**Nike** 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 with metadata.

**SOCIAL MEDIA MANAGER**

Thrivent Financial

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.

## **DIGITAL LEAD**

KCPQ/Tribune Company

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
- Daily site metrics (Omniture, Google Analytics, Facebook Insights)
- Launched proprietary CMS website; launched corporate redesigned site

## **EDITOR**

Microsoft

Oct. 2010-March 2011

(Contract) Edited/programmed content to engage users, deliver quality SERPs that adhered to SEO strategies. Implemented coverage of special events (Oscars, Grammys, breaking news) and seasonal programming. Developed partnership content with MSN and Zune; contributed to multi-team projects.

## **PRESIDENT/CEO**

Glimmer Inc. Management

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 25k+ (SXSW, Sundance, CMJ)
- Secured artist endorsement deals
- Managed Glimmer Inc. employees (6)

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## **ADDITIONAL EXPERIENCE**

Microsoft

Program Manager & Technical Editor

Star Tribune

Online Editor & Staff Writer

St. Paul Pioneer Press

Staff Writer

Editor/Writer

CNBC, Rolling Stone, Spin, Billboard, others

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## **EDUCATION**

University of Minnesota, Minneapolis, B.A. Double major journalism and history (social and legal history), KUOM news writer, Minnesota Daily staff writer.