
SUMMARY

Strategic content manager and writer/editor skilled at website management and executing multiple projects from ideation to completion in complex, deadline-driven environments. Extensive experience managing digital content and marketing campaigns; additional expertise in content operation processes and personnel and budget management. Senior-level storyteller with experience covering breaking news, entertainment, business, lifestyle, B2B and B2C communications and managing social media strategies.

SPECIALITES

- Editorial, marketing, PR, social media, website management, photo editor
- Project and program management (JIRA)
- HTML, Photoshop, CMS, SEO, SharePoint, WordPress, AP style
- Analytics (Google, Omniture, Radian 6, comScore, Amplitude, Microstrategy, Power BI)
- UX/UI writing
- Personnel and budget management

PROFESSIONAL EXPERIENCE**WRITER/EDITOR, CONTENT & PROJECT MANAGER**

UnifyCloud, LLC

June 2018-present

(Freelance) Write and edit press releases for UnifyCloud, a rapidly growing global cloud solutions provider that specializes in migration, cybersecurity, compliance and cost management.

Bing Ads/Microsoft/Allyis

Aug. 2017-present

Content and project manager for Bing Ads Marketing team. Write/edit newsletters (weekly, monthly), HR policy (60-page book), eBooks (quarterly), blogs, welcome guides, create surveys, manage brand, localization, web publishing, print and digital collateral projects (internal and external facing) for local and global teams. Successfully launched Bing Ads fan program and secured business for FY19.

Rover

April 2017-present

(Freelance) Write and edit sitter profiles.

Aquent

Dec. 2013-present

(Freelance) Conduct candidate interviews and grade candidate assessments. Created internal editorial guidelines. Advise on content and social media management and strategies. Work encompasses in-house projects, financial companies, and multinational corporations.

KIRO-TV

May-Sept. 2017

(Freelance) Wrote and edited news stories for web, mobile and social platforms.

SENIOR CONTENT MANAGER

Rhapsody/Napster

Aug. 2015-April 2017

Directed daily publishing and programming for global music streaming service with 3M subscribers. Managed internal team and freelancers. Collaborated with label relations, social media and marketing 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 engagement

- Developed metric narratives to inform data-driven strategies
- Managed editorial calendar, content inventory, budget; daily writing/editing, publishing/programming
- Writing/editing coach
- Partnered with operations, social media, product, marketing, UX and BI teams
- Content project manager for 5 launches in 9 months
- Managed global content campaigns

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. Managed asset 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 and digital best practices
- 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, editorial guidelines and staff stylebook
- Daily site metrics reporting (Omniture, Google Analytics, Facebook Insights)
- Managed 2 website launches

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.

ADDITIONAL EXPERIENCE

Glimmer Inc. management

President/CEO

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

EDUCATION

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