



CJ WOODLING

Technical Writer

CONTACT

✉ cjwoodling@me.com

☎ (714) 955-3485

EDUCATION

BACHELOR OF ARTS: COMMUNICATIONS WITH EMPHASIS IN ADVERTISING

California State University,
Fullerton
2014-2016

ASSOCIATE OF ARTS: LIBERAL ARTS STUDIES

Santiago Canyon College
2011-2014

SOCIAL

📷 @cjwoodling

🌐 linkedin.com/in/cjwoodling

ABOUT

Proven writer with a grasp on a wide array of technical subjects. Innate ability to learn about and translate complicated technical subjects into language that can be easily understood by the target audience. Strength in team collaboration and editing to create effective communication for both internal and external audiences.

CORE COMPETENCIES

Technical Writing
Copywriting
Brand Management
Copy-Editing
Google Analytics

Microsoft Office
Idea Generation
Asana/Jira
G Suite
Adobe InDesign

EXPERIENCE

MARKETING MANAGER

Primary Color | July 2019 - May 2020 (COVID-19 Layoff)

- Managed all Primary marketing activity
- Created and distributed sales decks
- Redesigned and managed website with 20% increase in traffic
- Managed social media accounts with 30% increased engagement

MANAGING/ASSOCIATE EDITOR

SB Nation | September 2016 - April 2020

- In charge of Anaheim Calling team of 20 writers as well as social media platforms. Responsible for reporting breaking news, feature, and gameday articles relating to the National Hockey League's Anaheim Ducks franchise.
- Grew unique visitor count by 34% YoY and podcast listens 250% YoY.

CONTENT/PRODUCT MARKETING MANAGER

D-Link Systems | October 2016 - June 2018

- Rebuilt D-Link's content marketing strategy for both consumer and business units from the ground up.
- Created blog posts, ebooks, infographics, and more to help translate complex technical concepts into clear and easily understood language for the targeted audience.

SPECIALIST/TRAINER

Apple, Inc. | April 2011 - October 2016

- Paired customers with both Apple and third party technology products that most closely met their specific needs.
- Translated technological concepts for customers in both one-on-one and group workshop sessions to customers learning how to use their Apple devices.