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Objective

With 12+ years of experience as a B2B content marketing professional and growing design and video-editing experience, I am a self-starter seeking to apply my skillset in an environment with opportunities for growth.

Skills & Tools

Content & SEO Expertise

- Content strategy development and optimization
- B2B content creation (press releases, articles, whitepapers, email marketing)
- Search Engine Optimization (SEO) and keyword analysis
- On-page SEO optimization (HTML, CSS, content structuring)
- Google Analytics for performance tracking and insights
- Backlink management and content assessment

Project & Workflow Management

- Editorial planning and strategic content execution
- Collaborative team coordination using Trello, Asana, Slack, and Basecamp
- Structured content creation workflows and strategic repurposing
- Remote team communication and efficiency improvements

Design & Web Tools

- Web page building and design (WordPress, Drupal, NopCommerce, Squarespace, Wix)
- HTML and CSS for website structuring and troubleshooting
- Graphic design and video production (Photoshop, Dreamweaver, Premiere Pro)

AI-Assisted Content Development

- Collaborative content refinement with AI-driven tools (Copilot, ChatGPT, Gemini, Copy.AI)
- AI-powered SEO optimization and keyword strategy enhancement
- AI-assisted messaging structuring and business communication refinement

Team Leadership & Strategic Initiative

- Cross-functional leadership experience across communications, content, manufacturing, and military environments
- Proposal development and strategic advocacy for improved team roles and publishing efficiency

- Mentorship in SEO, AI-assisted messaging, and collaborative content planning
- Proven ability to align workflows with organizational goals through communication and structured execution

Experience

Work Truck Solutions: June 2022-present. Communications Specialist

As a versatile and innovative Communications Specialist at Work Truck Solutions, I am at the forefront of creating and executing impactful content for a range of communication platforms. My strategic planning skills are essential in developing content strategies that contribute to the company's goals and objectives.

Key Responsibilities:

- **Content Development and Strategy:** I actively develop engaging and informative content for press releases, email marketing campaigns, B2B communications, whitepapers, and website pages. To enhance efficiency and effectiveness, I leverage AI-powered tools like Copilot and Gemini to refine messaging, optimize content structure, and improve audience engagement. This ensures that our content is not only strategically aligned with company objectives but also maximized for clarity, relevance, and impact.
- **Visual and Web Design:** Utilizing HTML and CSS, I design and create aesthetically pleasing, user-centric web pages that enhance our brand's online presence and improve the user experience.
- **Collaboration and Editorial Planning:** I work closely with cross-functional teams to maintain a robust editorial calendar that is aligned with our marketing and business strategies, ensuring that content delivery is timely and in sync with company milestones and industry trends.
- **Video Production for Marketing:** I produce compelling video content that is incorporated into our marketing campaigns, elevating the level of audience engagement through dynamic and interactive storytelling methods.

In my role at Work Truck Solutions, I am committed to continuously harnessing my broad range of skills to enhance our company's visibility, strengthen our market standing, and promote sustained growth.

Quality Digest: Jan 2011-May 2022. Content Marketing, Project Management

During my tenure at Quality Digest as a Content Creator and Project Manager, my responsibilities were diverse, aimed at enhancing our content offerings and maximizing audience engagement across multiple platforms. I was instrumental in shaping the company's content marketing program that generated tens of thousands of dollars of new revenue. I also developed efficient content production strategies that enhanced editorial throughput. My work involved managing a wide range of digital content projects.

Key Responsibilities:

- **Digital Content Creation:** I specialized in writing detailed long-form articles and use-case studies that showcased client expertise and drove engagement from our targeted audience segments.
- **Newsletter Design and Creation:** Utilizing HTML and CSS, I designed and created aesthetically pleasing, user-centric newsletters that aligned with company goals of circulation, open-rate, and CTR.
- **Content-Marketing Program Development:** I developed a successful content-marketing program that significantly increased monthly recurring revenue (MRR), demonstrating the financial impact of strategic content development and marketing.
- **Video Production:** I led the development of remote video production as a component of our growth strategy for the content marketing program.
- **Social Media Management:** I was responsible for overseeing our social media platforms, developing strategies that enhanced our engagement and visibility, and managing content that resonated with our followers.
- **Performance Metrics and KPI Analysis:** By analyzing various performance metrics and KPIs, I was able to gauge the effectiveness of our content, making data-driven decisions to enhance content quality and delivery.
- **Editorial Calendar Management:** I coordinated with various stakeholders, including content creators, marketing team, senior management, and external stakeholders to create and maintain a comprehensive editorial calendar that ensured consistent publication schedules.

In this multifaceted role at Quality Digest, my contributions significantly shaped the company's content strategy and production, driving increased engagement and revenue through thoughtful and innovative digital content solutions.

Education

- Hubspot Inbound Certification
- ACPE Certified Pastoral Care Specialist
- U.S. Army Tactical Communications Specialist