

## **Ryan Thomas**

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### **SUMMARY**

Versatile Documentation & Communications Specialist with 10+ years translating complex ideas into clear, audience-centric content. Proven success delivering SOPs, training decks, marketing collateral, and donor storytelling for SaaS, higher-ed, and nonprofit brands. Strengths include rapid tool adoption (Airtable, SharePoint, generative AI), cross-functional collaboration, and shaping content strategies that improve user onboarding, lead generation, and stakeholder engagement.

### **CORE SKILLS**

- Technical & Process Documentation
- Change-Management Communications
- SEO-Informed Copywriting
- Content Strategy & Editorial Calendars
- CMS Management (Drupal, WordPress, SharePoint)
- Google Search Console & Site Audit Tools
- Airtable Workflows & Project Coordination
- Generative AI (ChatGPT, Copilot)
- Adobe InDesign / Canva

### **PROFESSIONAL EXPERIENCE**

#### **Technical Content Developer**

RedCloud Consulting – Microsoft Capacity & Supply Chain Planning (Remote) | Mar 2023 – Jun 2024

- Created and maintained an internal library of process, policy, and FAQ documents supporting global supply-chain transformation
- Interviewed SMEs and summarized User Application Testing sessions to translate complex workflows into searchable SharePoint articles
- Leveraged Copilot AI and standardized metadata to accelerate knowledge capture and reduce document-find time for end users
- Developed quick-start training decks and job aids, enabling faster onboarding for rotating team members

### **Content Writer (Contract)**

Tyler Technologies – Courts & Justice Division (Remote) | Oct 2021 – Mar 2022

- Collaborated with sales, design, and leadership via TyCAT to produce sales decks, fact sheets, email campaigns, brochures, and presentations
- Aligned copy to brand style guides while tailoring product messaging for courtrooms, educational conferences, and government briefings
- Supported SaaS acquisition re-branding efforts through meticulous proofreading, version control, and fast-turn copy revisions

### **Marketing & Communications Specialist**

Cambridge College (Boston, MA) | Feb 2020 – Aug 2021

- Planned and executed multi-channel campaigns (print, radio, social) to boost new program enrollment
- Used Drupal to update academic pages and apply on-page SEO best practices
- Produced press releases, alumni features, and DEI-focused content that strengthened institutional reputation

### **Marketing & Communications Consultant (Contract)**

Boston Harbor Now, Gravyty, and Ibis Reproductive Health (Boston, MA) | Aug 2018 – Dec 2019

- Built campaign collateral, edited reports, and coordinated asset approvals for nonprofit advancement teams
- Used Airtable to coordinate stakeholder input and meet newsletter and donor outreach deadlines across departments
- Adapted style and tone to varied audiences across philanthropy, research, and reproductive justice sectors

### **Marketing Copywriter**

Hollister Staffing (Boston, MA) | Aug 2017 – Jul 2018

- Developed blog and newsletter strategy showcasing HR and tech staffing expertise and boosting audience engagement
- Managed LinkedIn, Twitter, and Instagram channels; produced event collateral for DEI panels and client networking
- Captured performance metrics to inform the content calendar and quarterly marketing reports

### **SEO Content Writer (Contract)**

Legend Compression Wear (Remote) | 2015 – 2018

- Authored SEO-optimized blog articles and product descriptions based on Google keyword tools to improve organic search rankings
- Helped boost e-commerce visibility and establish brand thought leadership in medical-grade compression and tactical wear
- Crafted educational content for niche audiences including athleisure users, business travelers, and first responders

### **Client-Facing Sales Roles (Short-Term)**

TruGreen & Prime Communications – PA | Mar 2025 – Present

- Maintain income stream while expanding consultative selling and customer-empathy skills

### **EDUCATION**

M.A., Print & Multimedia Journalism – Emerson College, Boston, MA

B.A., English – Bridgewater State University, Bridgewater, MA

### **TOOLS & PLATFORMS**

Google Search Console, WordPress, Drupal, SharePoint, Airtable, Trello, Mailchimp, Constant Contact, Canva, Adobe InDesign, ChatGPT, Microsoft Copilot