

# Ryan Thomas

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Dynamic Documentation and Communications Specialist with over a decade of experience in transforming intricate concepts into accessible, audience-focused content. Demonstrated success in producing standard operating procedures, training materials, marketing assets, and donor-focused narratives within the SaaS, higher education, and nonprofit sectors. Expertise in rapid technology adoption (Airtable, SharePoint, generative AI), fostering collaborative environments, and devising content strategies that enhance user onboarding, drive lead generation, and elevate stakeholder involvement.

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## EXPERIENCE

### Cubic – OMNY

Amherst, NY

#### Customer Service Representative

October 2025 - Present

- Provide high-quality customer support by addressing inquiries and resolving issues related to transit services.
- Collaborate with team members to enhance operational efficiency and maintain service quality standards.
- Assist in performing data entry and updating customer accounts accurately, ensuring compliance with company protocols.

### RedCloud Consulting – Microsoft Capacity & Supply Chain Planning

Remote

#### Sr. Associate

July 2025 - September 2025

- Delivered strategic oversight for supply chain projects, aligning resources with business objectives.
- Facilitated communication between stakeholders, ensuring timely project updates and alignment of goals.
- Conducted comprehensive data analysis to inform decision-making and improve supply chain efficiency.

### RedCloud Consulting – Microsoft Capacity & Supply Chain Planning

Remote

#### Technical Content Developer

March 2023 - June 2024

- Designed and maintained an extensive internal library comprising process and policy documents to support global supply-chain transformation.
- Collaborated with subject matter experts to distill complex workflows into concise, searchable articles on SharePoint.
- Utilized Copilot AI and established standardized metadata practices to streamline knowledge capture and expedite document retrieval for users.
- Developed comprehensive training materials and quick-start guides to facilitate efficient onboarding for new team members.
- Engaged in continuous improvement efforts to enhance documentation relevance and accessibility across the platform.

### Tyler Technologies – Courts & Justice Division

Remote

#### Content Writer (Contract)

October 2021 - March 2022

- Partnered with cross-functional teams to create impactful sales materials, including decks and brochures, that accurately represent product offerings.
- Adhered to branding guidelines while customizing messages for various audiences, including court officials and educational stakeholders.
- Contributed to SaaS rebranding initiatives through careful content proofreading and timely revisions to ensure clarity and coherence.

### Cambridge College

Boston, MA

#### Marketing & Communications Specialist

February 2020 - August 2021

- Spearheaded the execution of multi-channel marketing campaigns that enhanced program visibility and enrollment.
- Utilized Drupal for content management, applying on-page SEO techniques to optimize academic web pages.
- Authored press releases and content focusing on diversity, equity, and inclusion (DEI) to fortify institutional branding and community engagement.

### Boston Harbor Now, Gravyty, and Ibis Reproductive Health

Boston, MA

#### Marketing & Communications Consultant (Contract)

August 2018 - December 2019

- Developed marketing collateral and coordinated communication strategies to support nonprofit initiatives and fundraising efforts.
- Employed Airtable to manage project timelines and streamline collaboration among stakeholders for effective outreach campaigns.

- Customized content to resonate with diverse audiences, leveraging knowledge from various sectors including philanthropy and research.

## **Legend Compression Wear**

*Remote*

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

*January 2015 - December 2018*

- Produced SEO-optimized articles and product descriptions, leveraging Google keyword insights to enhance online visibility.
- Contributed to brand positioning within the medical-grade compression market by creating educational resources for target demographics.
- Fostered community engagement through tailored content aimed at niche audiences, including athletes and healthcare professionals.

## **Hollister Staffing**

*Boston, MA*

### **Marketing Copywriter**

*August 2017 - July 2018*

- Crafted and implemented a content strategy that enhanced audience engagement through informative blogs and newsletters.
- Managed social media platforms, producing event materials and promotional content for networking events.
- Collected and analyzed performance metrics to shape future content strategies and improve engagement.

## **EDUCATION**

### **Emerson College**

*Boston, MA*

*M.A. in Print & Multimedia Journalism*

*2011 - 2013*

### **Bridgewater State University**

*Bridgewater, MA*

*B.A. in English*

*2006 - 2011*

## **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