

Ryan Thomas

Niantic, CT 06357
610-737-1360
ryan.copywriter@gmail.com
Portfolio: mullet.pro

PROFILE

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, cross-functional collaboration, and shaping content strategies that improve user onboarding, lead generation, and stakeholder engagement.

EXPERIENCE

Sr. Associate / Technical Content Developer, RedCloud Consulting @ Microsoft

Capacity & Supply Chain Planning; Remote 2023 - 2025

- 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, Tyler Technologies Courts & Justice; Remote 2021 - 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

2020 - 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, Boston Harbor Now; Gravyty; Ibis Reproductive Health; Boston, MA 2018 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 2017 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, 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 activewear users, business travelers, and first responders

EDUCATION

Emerson College, Boston, MA — M.A. in Print / Multimedia Journalism, 2013

Bridgewater State University, Bridgewater, MA — B.A. in English, 2011

SKILLS

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