

# RYAN THOMAS

Remote (New England-based) • 610-737-1360 • ryan.copywriter@gmail.com • Portfolio: mullet.pro

## PROFESSIONAL SUMMARY

Documentation and content specialist who translates complex systems into clear guides that people actually use. 10+ years building SOPs, training materials, and stakeholder-facing content for software, education, and mission-driven organizations. Comfortable learning new tools quickly, working across departments, and writing for audiences ranging from C-suite to end users.

## EXPERIENCE

### **Freelance Content & Documentation Specialist** — Remote

*2025–Present*

Working with clients on technical documentation, process guides, and content strategy projects while pursuing full-time opportunities. Recent work includes policy documentation and training support.

### **Sr. Associate / Technical Content Developer** — RedCloud Consulting (Microsoft Project)

*Capacity & Supply Chain Planning • Remote*

*2023–2025*

- Built a searchable internal knowledge base for global supply chain teams — organized 100+ process docs so analysts could find what they needed without waiting for email responses
- Interviewed subject matter experts and sat in on user testing sessions to document how new ERP workflows actually worked in practice
- Used AI tools (Copilot) to speed up document creation and metadata tagging, making the library more discoverable
- Created quick-reference guides and training decks that helped new team members get up to speed faster
- Worked across time zones with teams in India, Europe, and the US to keep documentation current during a major transformation project

### **Content Writer** — Tyler Technologies, Courts & Justice Division • Remote

*2021–2022*

- Produced sales collateral for court case management software — fact sheets, slide decks, email campaigns, brochures
- Learned complex legal tech products quickly enough to explain them to judges, court administrators, and government procurement teams
- Worked in TyCAT (their project management system) with sales, design, and product teams to hit tight conference and demo deadlines
- Helped rebrand newly acquired SaaS products by standardizing language and updating all customer-facing materials

### **Marketing & Communications Specialist** — Cambridge College • Boston, MA

*2020–2021*

- Planned and ran enrollment campaigns across radio, print, social media, and email to boost new program applications
- Updated academic program pages in Drupal CMS and applied on-page SEO to help prospective students find the right programs
- Wrote press releases, alumni profiles, and DEI-focused content that positioned the college as accessible and mission-driven
- Worked with admissions and academic departments to translate program details into language that resonated with working adults

### **Marketing & Communications Consultant** — Boston (Multiple Nonprofits)

*2018–2019*

Clients included Boston Harbor Now (waterfront advocacy), Gravyty (AI fundraising software), and Ibis Reproductive Health (research org)

- Built campaign materials, edited research reports, wrote donor appeals, and managed approval workflows in Airtable
- Adapted voice and tone for very different audiences — philanthropists, policymakers, reproductive rights advocates
- Coordinated input from multiple stakeholders to keep newsletters and fundraising campaigns on deadline

### **Marketing Copywriter** — Hollister Staffing • Boston, MA

*2017–2018*

- Developed blog and newsletter strategy to showcase the company's HR and tech recruiting expertise
- Managed LinkedIn, Twitter, and Instagram — created event content for DEI panels and client networking events
- Tracked engagement metrics to figure out what content actually worked and adjusted the calendar accordingly

### **SEO Content Writer** — Legend Compression Wear • Remote

*2015–2018*

- Wrote SEO-optimized blog posts and product descriptions to improve organic search rankings for medical-grade compression and tactical gear
- Used Google keyword tools to find what people were actually searching for, then created educational content around those topics
- Helped establish the brand as a go-to resource for nurses, business travelers, and first responders

## **EDUCATION**

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

**Bridgewater State University**, Bridgewater, MA — B.A. English

## **SKILLS & TOOLS**

**Core competencies:** Technical documentation • Process mapping • Training materials • Stakeholder interviews • SEO content strategy • Email campaigns • Cross-functional collaboration

**Tools:** SharePoint, Drupal, WordPress, Airtable, Mailchimp, Constant Contact, Google Analytics, ChatGPT/Copilot, Adobe InDesign, Canva, Microsoft Office

## **AVAILABILITY**

Immediately available for full-time remote opportunities. Open to contract, contract-to-hire, or permanent roles.