**Ryan Thomas**

Lansdale, PA | 610‑737‑1360 | ryan.copywriter@gmail.com

LinkedIn: linkedin.com/in/thearticles | Portfolio: ryanlistens.github.io/ryan-portfolio

# 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) | Sept 2022 – Mar 2023

* 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 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

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

Boston Harbor Now, Gravyty, and Ibis Reproductive Health (Boston, MA) | 2021 – 2022

* 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

## **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