

## Writer/Editor

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### Qualifications Summary

Skillful and passionate professional with 19 years of creating and developing stories and editing content to appeal to readers as it relates to specific editorial content, and with a strong commitment to journalistic excellence. Strong marketing and public relations capabilities to target niche markets. Exceptional at analyzing and interpreting complex information to condense it into readable stories. Consistently meet all deadlines in a fast-paced B2B media environment. Extensive experience in digital media, including website administration. Proficient in Mac and PC platforms, including Content Management Systems, content creation, content marketing, Microsoft Word, Excel, PowerPoint, InDesign, Zoom, Microsoft Teams, SharePoint, Workfront, Wrike, Marketo, and the Zift Channel Management Solution.

- Story Creation & Development
- Digital Content Strategy
- Adaptable to Changing Priorities
- Building Partnerships
- Workflow Processes
- Fluent in Social Media, Digital Platforms
- Editorial Accuracy
- Writer Coaching

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### Career

**Project Marketing Specialist**, Hitachi Vantara

### Experience

Englewood, CO

5/2020 to present

Write a variety of asset types including internal and external sales emails, e-Books, infographics, whitepapers, commissioned analyst papers and reports, videos, blogs, and abstracts for all. Manage and maintain Partner Marketing Hub on the Zift Channel Management platform. Create and schedule emails in Marketo, including A/B testing. Develop and maintain an intra-departmental content marketing calendar that keeps track of assets in the planning, development, and published stages. Participate in scrums to facilitate marketing initiatives. Perform regular content audits of existing content, then identify gaps and areas for updated and/or new content to ensure the campaign strategy is covered from a content perspective to help achieve company goals. Work with external

agencies, freelancers, and internal content experts to develop content for each stage of the buyer's journey. Establish solid relationships with internal stakeholders across all departments within the Digital Infrastructure business unit. Create and maintain a content pipeline and publication forecast. On a quarterly basis, report the results and impact of content initiatives.

## **Chief Marketing Officer, Joint Force Solutions**

Seneca, SC

9/2019 to 9/2020

Manage all marketing operations, assess and improve existing initiatives, and devise new strategies to increase revenue. Plan, implement, and oversee all marketing and advertising campaigns, through both traditional and new media platforms, including social media.

Responsible for all content marketing initiatives, including overseeing and creating, editing, posting, and updating all content presented on websites and blogs. Coordinate with sales and public relations teams to align objectives.

- Actively identifying and applying for grants to further the organization's goals.

## **Editor, Mission Critical Magazine**

BNP Media, Troy, MI

2/2013 to 8/2019

Edited and prepared staff-generated stories and graphics for print and online publication.

Conferred with teams to develop story content to support advertising and editorial goals.

Assigned relevant story topics to staff and magazine contributors. Developed a wide variety of content assets including blog posts, eBooks, white papers, infographics, videos, and interactive content. Formatted copy for accuracy, grammar, punctuation, and reader interest. Coached, trained, and developed reporters' writing skills. Monitored project and staff progress to consistently meet deadlines. Assisted in production by proofreading content for accuracy and readership. Approved all content, artwork, and design elements.

Strengthened partnerships within the company and the community to produce a quality product. Contributed editorial articles and graphics or photographs. Created and published engaging content including editing, proofreading, and improving posts. Responsible for developing content strategy including optimizing content according to SEO and analyzing website traffic and user engagement metrics.

- Increased unique visitors to the website by 12%, referral traffic by 11%, and search by 30%.
- Wrote editorials and oversaw editorial content that positioned the company as the premier data center magazine.

**Editor, Cloud Strategy Magazine** 2/2013 to 1/2016

BNP Media, Troy, MI

Cultivated contacts in the cloud industry, assigned relevant story topics to staff and magazine contributors, edited and prepared staff-generated stories and graphics for print and online publication. Conferred with teams to develop story content to support advertising and editorial goals. Magazine was folded into Mission Critical Magazine.

- Established Cloud Strategy Magazine was the preeminent source of information in the cloud computing industry.

**Managing Editor, Engineered Systems Magazine**

BNP Media, Troy, MI

12/1999 to 2/2013

Directed copy flow, and coordinated content and graphics from contributing writers to meet editorial deadlines. Submitted feature articles and blogs pertinent to industry topics according to the editorial calendar for print and digital platforms. Reviewed project specifications and ensured adherence to advertiser expectations and production schedules. Researched relevant news stories from LexisNexis feed and posted it to the website. Monitored editorial processes to ensure efficient and timely production progress. Performed staff evaluations and served as editor during absences.

- Increased print subscriptions by 5% by a thorough understanding of reader interests.

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## Education

**Bachelor of Science in Journalism**

Bowling Green State University, Bowling Green, OH

## Professional

- Past President, Detroit Chapter of the American Society of Professional Business Editors

## Organizations & Awards

- F.M. Cockrell Award for Editorial Excellence