

CONTENT WRITER/EDITOR & EDUCATOR

Promoting organizational brand & achieving results through writing and speech.

Practical, personable, & polished writing, editing, & proofreading professional offering a decade of proven expertise in written & spoken English. Demonstrated ability to create compelling copy across various media. Detail-oriented thinker who is highly adept at creative solutions and collaboration with others. Offers a transparent leadership style with many years of education and teaching that support fair decision-making and interpersonal relations. “On-the-feet” thinker and persistent problem-solver who works with staff members of any rank to solve business problems.

CORE COMPETENCIES

- Content Creation & Editing
- Proofreading
- Interviewing Subject Matter Experts
- Public Speaking
- Education & Training
- Mentorship
- Research
- Team Leadership & Development
- Website Copy & Management
- Project Management
- Process Improvements
- Liaising with Executives & Other Departments
- Inbound Marketing
- Website Analytics
- Email Copy Writing & Marketing
- Social Media Marketing

PROFESSIONAL EXPERIENCE

2019– : INEDO, Berea, OH

Content Writer (Aug. 2019–) & Acting Marketing Manager (Feb. 2020–)

Inedo creates B2B software tools for the DevOps market.

Hired as a specialist in writing & editing for this privately held software start-up. Create material ranging from email marketing to long-form content. Promoted to perform marketing management tasks including supervision of three direct-report staff, as well as close collaboration with Executives & software engineers on most projects.

- Create, edit, publish, & maintain content across multiple media including website, blogs, social media, newsletters, email marketing, ads, long-form content, technical documentation, & in-tool messaging, as well as some CEO statements.
- Proofread & edit written work by other staff to ensure quality & brand consistency.
- Manage & contribute to projects to ensure excellent, timely completion.
- Rewrote the employee manual to improve efficiency, inclusivity, & equity.
- Collaborated with the Japanese team to create the foundations & original copy for *Chōwa: A New Business Cultural Philosophy*. Served as final proofreader for this publication.
- Interview customers/users to create case-study copy.
- Propose & create new content to highlight exciting, new, & upcoming features or to present existing assets in a new form or medium or with a creative spin.
- Create, edit, & update multiple website pages with WordPress (WYSIWYG & HTML) based on on-going website needs.
- Write original content for company & community blogs.
- Perform HR-related duties (no HR department on-site), including hiring, training, & mentoring personnel.
- Create job descriptions, filtered applicant resumes, interviewed new hires, & wrote original training materials.
- Train existing team on new material, concepts, or techniques. Leverage years of university education experience to create compelling lesson plans & presentations with measurable learning outcomes.
- Mentor junior employees to improve writing & editing skills.
- Use Google Analytics to improve web copy.
- *Work samples & mentorship references available upon request.*

2011 to 2019: PENN STATE UNIVERSITY, University Park, PA

Graduate Assistant (2011–2017) & Post Doctoral Teaching Fellow (2017–2019)

Penn State University's Department of Communication Arts & Sciences commits itself to the study, teaching, & practice of human communication.

Taught almost 2,000 college students while studying & researching, publishing original research, & performing academic service.

- Taught 29 sections of public speaking, including the successful introduction or update of course materials now used in over 80 sections each semester.
- Taught or TAed seven sections of “Persuasion & Propaganda,” including the successful rewrite of the course to the version now used as department-standard.
- Four publications of original research in collected volumes with one in press.
- Presented at 17 conferences & eight invited presentations, including as a podcast regular guest & guest lecturer for colleagues.
- Served as the Assistant Basic Course Director for public speaking, overseeing 80+ sections of the course. Ran the Semi-Annual Civic Engagement Public Speaking Contest, including a successful marketing campaign that tripled the Contest attendance rates & collaboration with PSU IT to create a Contest website. Created a transition packet for future Assistants.
- Served on Graduate Forum, as a Welcome Weekend & training week speaker, & for the department blood drive each year.
- Cultivated strong working relationships with students, professors, colleagues, & university staff.
- *Writing samples, teaching samples, CV, and/or mentorship references available upon request.*

Other Employment

SHEETZ – **Team Member** (Sept. 2019–) | Register specialist with regular commendations for exemplary customer service.

45PRESS – **Freelance Web Copy Editor** (2016–) | Use extensive writing skills to improve “readability” of sites.

PIONEER TRAILS TREE FARM – **Freelance Copy Editor** (2015–) | Co-wrote & edited website & email communication.

EDUCATION, TECHNOLOGIES, & LEADERSHIP

THE PENNSYLVANIA STATE UNIVERSITY – **Doctor of Philosophy – Communication Arts & Sciences (Graduate Minor in WGSS)**

THE PENNSYLVANIA STATE UNIVERSITY – **Master of Arts – Communication Arts & Sciences**

THE COLLEGE OF WOOSTER – **Bachelor of Arts – Communication Studies (Minor in History)**

TECHNOLOGIES – **MS Office, SharePoint, HubSpot, Google Analytics, WordPress, Squarespace, GitHub, Toggl, Asana, Canvas, Gmail, Twitter, Instagram, Dropbox, Box, Camtasia**

CLASS SECRETARY – **The College of Wooster Class of 2011 (2019–)**

REVIEWER – **The Popular Culture Studies Journal (2018–)**

ASSISTANT CONFERENCE COORDINATOR – **The Harry Potter Academic Conference at Chestnut Hill College (2015–)**

SECRETARY – **Scholarly Studies of Harry Potter Core Leadership Academic Group (2016–)**

PRESIDENT – **CAS Graduate Forum (one-year position)**

VOLUNTEER & SPEECH EDITING – **American Cancer Society Cattle Barons Ball & Relay For Life (2005–)**