

CONTENT WRITER/EDITOR & EDUCATOR

Promoting organizational brand & achieving results through writing, speech, & education.

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, 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 agilely.

CORE COMPETENCIES

- Content Creation, Editing, & Proofreading
- Interviewing Subject Matter Experts
- Research
- Public Speaking, including Webinars & Demos
- Education, Training, & Mentorship
- Team Leadership & Development
- Website Copy & Management
- Project Management & Process Improvements
- Liaising with Executives, Clients, & Other Departments
- Inbound Marketing and Lead Generation
- Marketing Automation Software
- Collaboration with Sales for Business Development
- Website Analytics & Advertising
- Email Copy Writing & Marketing

PROFESSIONAL EXPERIENCE

June 2021– : FAHLGREN MORTINE, Cleveland, OH

Content Specialist

Fahlgren Mortine helps brands get to precisely what matters.

Content writing for various clients in B2B, B2C, and academic markets.

July 2019 to June 2021 : INEDO, Berea, OH

Content Writer (July 2019-June 2021) & Acting Marketing Manager (Feb. 2020-June 2021)

Inedo creates B2B software tools for the DevOps market.

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

- Created, edited, published, & maintained 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, using both Agile and Waterfall methods as required per project.
- Daily use of marketing automation software to collaborate with Sales on Business Development tasks (no department on-site)
- Proofread & edited written work by other staff to ensure quality & brand consistency.
- Regular collaboration with the Inedo Japan team.
- Interviewed customers/users and subject matter experts to create copy.
- Proposed & created new content to highlight exciting, new, & upcoming features or to present existing assets in a new form or medium or with a creative spin.
- Performed HR-related duties (no HR department on-site), including hiring, training, & mentoring personnel, and mentorship.
- Write original training materials and 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.
- *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 for four years.
- 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.

DEALHUB – **Freelance Copy Writer** (2020–) | Executing on SEO content request forms provided by Content Director.

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

PIONEER TRAILS TREE FARM – **Freelance Copy Editor** (2015–) | Co-write & edit website & email communication as needed.

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)**

IT TOOLS		CERTIFICATIONS	TECHNOLOGIES			
WordPress (HTML)	GitHub (Markdown)	HubSpot	Office Suite	Canvas	Canva	Twitter
WordPress (Gutenberg)	Visual Studio Code	Google Analytics	SharePoint	Toggl	Dropbox/Box	Instagram
Squarespace	PowerShell (running only)	Google Ads	Asana	Gmail	GoTo Suite	LinkedIn

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

“VELOSTITCHERS” TEAM MEMBER – **The Cleveland Clinic VeloSano (2020 Velosano)**

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

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

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

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

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