

RESUME SAMPLE

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CONTENT STRATEGY | DIGITAL ANALYTICS | CROSS-PLATFORM MESSAGING

Optimizing Audience Engagement & High-Value Conversions through ROI-Driven Digital Strategy

Target Position: Communications Specialist | Penn State Mini-MBA in Digital Marketing

Strategic, innovative communications professional with exceptional written/verbal communication skills and expertise navigating constituencies in matrixed organizations. Proven track record improving effectiveness of multichannel content ecosystems, managing budgets and teams in lean environments, and improving performance across digital, social, and e-news.

KEY QUALIFICATIONS & EXPERTISE

- **Communications Strategist:** Develop and manage teams of freelance/in-house resources, leveraging analytics and insights to identify and capitalize on trends in traffic, consumption, and conversions.
- **Digital-First Content Storyteller:** Craft compelling, differentiated content for distribution across social, digital, and mobile channels, employing journalistic instincts to plan coverage, features, and cadence for maximum impact.
- **Award-Winning Journalist:** Drive design and distribution across content platforms, using exceptional writing skills and in-depth knowledge of social and digital channels to accelerate brand awareness.

Digital/Print Project Management
Digital Presentation Strategy
Multichannel Content Marketing
Digital Metrics and Analytics
Content Optimization/SEO
Evergreen Content Strategy
Social Media Platforms and Blogs
Content Workflows & Approval
Building & Leading Teams

PROFESSIONAL EXPERIENCE

ABC GLOBAL, Philadelphia, PA, NJ | 2016 – Present

Managing Editor, Psychiatry and Behavioral Health Learning Network

Manage and operate multiplatform news and education ecosystem for *Physical Therapy Congress* (nation's largest independent conference for PT clinicians) to foster awareness and thought leadership. Create, optimize, and promote allied health news and perspectives on digital platforms and through daily email newsletters. Manage network of freelancers and bloggers. Analyze audience behavior and steer strategic initiatives to increase brand visibility.

- **Stakeholder Management:** Expanded reach and awareness among influencers/key opinion leaders (KOL)s via attendance of national scientific conferences and integration of video featuring live interviews into content strategy.
- **Revenue & Profit Growth:** Took over production of profitable biannual print supplements marketing *Physical Therapy Congress*, achieving 20% revenue gains with limited investments.
- **Website Improvements:** Elevated editorial quality and overall site layout, feel, and aesthetic with limited budget, resulting in significant lift in page views, organic traffic, audience size, and other digital/social KPIs.
- **Marketing Strategy:** Spearheaded launch of expanded digital presence integrating newly acquired addiction-focused brands, integrating new messaging and audience targeting into existing strategy.
- **Social Media:** Formalized content planning across multiple social media properties, repurposing content in new and innovative ways to accelerate engagement and fuel ROI.

NFN.COM & NATION'S FOODSERVICE NEWS, Philadelphia, PA | 2015 – 2016

Content Optimization Specialist

Guided strategies for packaging, presentation and promotion of all digital content for industry-leading media brand targeting C-level restaurant chain executives. Devised, deployed, and institutionalized best practices to optimize brand performance across paid, earned, and owned media. Managed content deployment across multiple channels and social media platforms, deepening audience engagement to achieve measurable results across key performance indicators (KPIs).

NFN.COM & NATION'S FOODSERVICE NEWS, New York, NY | ...Continued

- **SEO Strategy:** Appointed champion and SME for SEO and data visualization initiatives. Trained internal teams and parent company staff on digital content, social media, and SEO best practices.
- **Award-Winning Social Media:** Played crucial role in in brand's nomination as 2016 John Hancock Award finalist for social media excellence in B2B category and as HubSpot top-10 Outstanding Twitter Feed (B2B) in 2015.

IQ.COM AND PHILADELPHIA PARK PRESS, Philadelphia, PA | 2004 – 2014**Assistant Digital Editor & Platform Optimization Manager** (2012 – 2014)

Recruited into unique new role spanning digital content planning, creation, production and promotion. Created and expanded awareness around all aspects of online content generation and dissemination. Supervised team of digital producers who optimized, prioritized, and distributed all content across IQ.com digital channels.

- **Early Digital Adoption:** Trained entire newsroom on strategies for crafting compelling, web-ready content. Helmed development, refinement, and rollout of new content management system, website redesign, and mobile apps; worked with peers nationwide to continually improve emerging systems.
- **Platform Innovation:** Tapped for 10-person task force to brainstorm transformative ideas, which led to selection as pilot site for nationwide rollout. Introduced best practices in digital content management and social media.
- **Content Management:** Increased engagement and collaboration via introduction of planning templates and SEO education tools.

Assistant Digital Editor/Breaking News (2008 – 2012)

Managed multimedia content development and 5-person breaking news team for both print/online. Optimized news for digital platforms and played integral role in defining parameters for fact-checking and analysis in competitive digital space. Championed integration of SEO tactics for all stories on APP.com.

Bureau Chief (2006 – 2008) | **Assistant Metro Editor** (2004 – 2006)

Supervised 6 in-house county, local, and education reporters, plus freelance reporters and in-news bureau. Piloted early efforts to capitalize on digital assets, yielding widespread coverage for breaking news at the county level. Utilized IQ.com as part of overall strategy to maximize impact while simultaneously managing development of hyper-local news for two weeklies.

EARLY WRITING CAREER

Star Ledger, Somerset, NJ – **Night Metro Editor / Staff Writer** 1999 – 2004
Bradford County Times, Bradford, PA – **Staff Writer** 1997 – 1999

EDUCATION

PENNSYLVANIA STATE UNIVERSITY BUSINESS SCHOOL, State College, PA – **Mini-MBA in Digital Marketing**
NEW YORK UNIVERSITY, New York, NY – **BA in Journalism/Professional Writing & Psychology** (dual major), cum laude

TECHNICAL SKILLS

Adobe and Google Analytics; Photoshop; Social Media; Basic HTML/CSS; Drupal CMS; Audacity;
 Camtasia; Macintosh OS; Microsoft Windows and Office: Outlook, Word, Excel, PowerPoint, Access
 Completed Coursework: *Digital Content Strategy; Adobe CS: Dreamweaver, Photoshop, InDesign; Quark Xpress*

AWARDS & ACCOLADES

Philadelphia Park: **Web Champion Award** (2013), **Individual Excellence Award** (2009) • **Publisher's Award for Excellence** (2008),
New Jersey Rising Star Award (2006) • **Gannett Well Done Award** (2005)
 Pennsylvania Press Association: **Best Web Event** (2nd /2013) & **Best Web Project** (1st /2012) | **Best Overall Website** (2011)

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