

PATRICE TURNER

SENIOR CONTENT STRATEGIST | MESSAGING AND EDITORIAL LEAD

Louisville, KY | Remote | (773) 209-2101 | patrice@patriceturner.net | Portfolio | LinkedIn

PROFESSIONAL PROFILE

Senior content strategist, messaging partner, writer, and editor with 15+ years of experience helping organizations turn complex ideas into clear, credible content that earns trust and prompts action. Background spans legal, healthcare, B2B, technology, publishing, education, nonprofit, and consumer services. Combines research, SEO, brand voice, lifecycle and conversion writing, editorial quality control, and cross-functional collaboration to guide content from discovery through publication.

STRATEGIC CAPABILITIES

Content Strategy and Messaging | Complex and Regulated Content | Editorial Quality and Governance |
SEO and Search Intent | Website and Landing Page Strategy | Lifecycle Email and Customer Journeys |
Brand Voice and Messaging Systems | Content Audits and Evergreen Refreshes | Thought Leadership |
Conversion Copy | Research and Fact-Checking | Stakeholder and SME Collaboration | Content Planning and
Editorial Calendars | AI-Assisted Workflow Review | Remote Project Leadership

SELECTED CAREER IMPACT

- Sustained long-term agency and direct-client partnerships while adapting to distinct brand voices, approval processes, audiences, and business objectives.
- Produced research-intensive legal and SEO content at volumes reaching 32,000 words per week while meeting accuracy, editorial, brand, and deadline requirements.
- Translated legal, healthcare, technical, and regulated subject matter into accessible language without sacrificing nuance, credibility, or persuasive force.
- Built content across the customer journey, including websites, landing pages, lifecycle email, thought leadership, blogs, FAQs, newsletters, social copy, and sales materials.

PROFESSIONAL EXPERIENCE

Senior Content Strategist and Copywriter | Agency Partnerships and Direct Clients | Remote |
2009-Present

- Diagnose audience, message, search, and conversion needs; develop content strategies, messaging frameworks, content pillars, keyword plans, editorial calendars, and channel recommendations aligned with business goals.
- Create and refine content for websites, practice-area and service pages, landing pages, email and lifecycle campaigns, executive thought leadership, articles, case studies, white papers, social channels, and customer communications.
- Research statutes, jurisdiction-specific requirements, medical and technical concepts, competitive positioning, audience questions, and search intent to support accurate and useful content.
- Audit and refresh established content by correcting outdated information, strengthening structure and readability, repairing weak internal-linking opportunities, and preserving useful search equity.
- Establish and maintain brand voice across high-volume content libraries, multiple clients, and cross-channel campaigns; edit for clarity, tone, accessibility, factual accuracy, consistency, and respectful representation.
- Partner with attorneys, executives, business owners, subject-matter experts, designers, developers, account teams, marketers, SEO specialists, and editors from discovery through approval and publication.
- Manage concurrent assignments, shifting priorities, stakeholder feedback, and tight production schedules independently in fully remote environments.

- Use AI selectively for research support, ideation, and workflow efficiency while retaining human responsibility for writing, verification, editorial judgment, voice, and final quality.

SELECTED CLIENT AND INDUSTRY EXPERIENCE

Selected clients and agency partners: We Do Web Content; Baron & Budd; Culligan Water; Kiwi Avenue; Rannko Reputation Management; Reel360; DPrintWorldWide; Groovy Bicycle; Marco Fiberglass; Key Pet Supplies; DoGo Pet Brands; healthcare organizations; and law firms nationwide.

Industry depth: Personal injury and legal services, healthcare and wellness, B2B and SaaS, reputation management, publishing, education, nonprofit organizations, consumer products, home services, and small business.

ADDITIONAL EXPERIENCE

Owner, Publisher, and Publishing Consultant | Book Coach 101 | 2014-2019

- Founded and operated a publishing consultancy guiding independent authors from concept, audience, and positioning through editing, production preparation, launch, and promotion.
- Edited manuscripts, preserved author voice, managed client expectations and revision cycles, and developed book descriptions, sales pages, media materials, newsletters, educational content, and launch assets.
- Created the Book Coach 101 Definitive Guide series, including The Book Coach 101 Definitive Guide to Networking for Authors, and produced educational programming for writers and entrepreneurs.

LEADERSHIP, SPEAKING, AND GOVERNANCE

Board of Trustees | Warner Pacific College | Portland, OR | April 2012-April 2016

- Served as an elected trustee with institution-level responsibility for governance, policy, annual budget approval, presidential appointment, and ratification of honorary degrees.

Featured Speaker and Content Panelist | WordCamp Orlando | Orlando, FL | 2019

- Presented a practical five-part SEO framework covering audience language, search and technical factors, image optimization, natural keyword use, and effective metadata; also participated in a content-focused panel and roundtable.

EDUCATION AND PROFESSIONAL DEVELOPMENT

SEO Certification | HubSpot Academy | April 2026-May 2027

Leadership Development Program | Leadership Institute | 2002-2004 | Class Valedictorian

Undergraduate coursework in Business Administration and Management | DePaul University | 1986-1990

TOOLS AND WORKING METHODS

WordPress and content management systems; Microsoft Office; SEO and keyword research tools; collaborative remote-work and project-management platforms; social publishing; content briefs; editorial calendars; messaging frameworks; content audits; quality-assurance checklists; presentation development; basic video editing; and infographic development.

PORTFOLIO

Selected work includes legal and regulated content, B2B website strategy and copy, lifecycle email, landing pages, content refresh strategy, long-form editorial content, executive ghostwriting, brand storytelling, and publishing materials. patriceturner.journoportfolio.com