

Kirby Kaufman

SEO • Marketing • Advertising • Social Media • Journalism

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Work History

Data Axle

Copywriter & Social Media Manager, April 3, 2017 – Present

- assist with complete corporate rebrand from Infogroup to Data Axle including social media accounts, websites, landing pages, whitepapers, and other marketing collateral
- optimize existing website pages for competitive organic keyword rankings including sales leads, email lists, email marketing, direct mail, etc.
- identified and implement best practices to secure page one results on Google.com
- maintain brand voice for Data Axle Genie, Data Axle USA, Reference Solutions and Data Axle Canada
- write copy for B2B editorial content, Wikipedia pages, newsletters, emails, catalog wraps, posters, banners, direct mail pieces, online display advertising and Facebook advertising
- edit/manage WordPress blog for SEO to promote viral social media content and engagement
- manage 12 social media accounts on Facebook, Twitter, and LinkedIn

Grumpy Sheeb

Founder/Owner, April 2, 2019 – July 31, 2020

- managed my 13-year-old dog's online merchandise store and Instagram account @grumpysheeb with more than 25,000 followers

Omaha Magazine

Freelance Writer, March 1, 2017 – Present

- write articles for B2B Magazine and Encounter Magazine

BFF Omaha (formerly Benson First Friday)

Editor of BFFzz, September 2017 – Present

- manage a team of volunteers, including contributors and a graphic designer, who create a zine filled with local writing, art, and photography

Executive Board Member, January 2019 – Present

- serve on the board for community arts nonprofit BFF Omaha

Meredith Corporation

Digital Copywriter, July 5, 2016 – January 31, 2017

- edited online articles for Better Homes & Gardens, SHAPE, Fitness magazines, and MORE.com
- optimized editorial content to generate 1,000,000+ unique page views per month

Sioux City Journal

City Hall Reporter, November 17, 2014 – June 17, 2016

- covered city government, Native American issues, environmental issues, business, and breaking news

BH Media Group

Newspaper Reporter, August 14, 2008 – November 13, 2014

- worked for BH Media publications including the Omaha World-Herald, Bellevue Leader, and The Daily Nonpareil covering government, courts, breaking news, features, and general assignments

Related Skills

SEO, Google Analytics, Hubspot, Moz, SpyFu, WordPress, Drupal, Wrike, Trello, Social Media, LiftMetrix, CrowdTangle, Chartbeat, Microsoft Office, Adobe Creative Suite, Journalism, Storytelling, Feature Articles, Newspapers, Press Releases, Copy Editing, AP Style, Photography, Audio/Video, B2B Marketing, B2C Marketing, Advertising

Awards/Recognition

2018 Q3 Above and Beyond Award: Recognition for developing and implementing successful social media strategies across brands at Infogroup

Iowa APME Continuing News Coverage First Place 2015: Continued coverage of a scandal at the wastewater treatment plant in Sioux City, Iowa

Iowa APME Interpretive Story or Series Third Place 2015: Series "Rental Crunch" about a housing shortage in Sioux City, Iowa

2014 Better Newspaper Competition Among the Newspapers of Nebraska, The Nebraska Press Association: Third place for Class C weekly newspapers in breaking news for the Papillion Times article "RV Fire"

Education

University of Nebraska at Omaha

B.A. in Communications: Journalism/News Editorial, August 2012