
Michael Boyink

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Content leader with 10+ years of experience developing and executing content strategies that increase engagement, visibility, and conversions for B2B and publishing organizations. Skilled in SEO optimization, digital storytelling, and managing cross-functional content teams. Proven record of delivering measurable growth in traffic, leads, and brand impact through strategic, user-focused content.

SKILLS

Excels in: Content Audits & Performance Analysis, Content Strategy & Digital Storytelling, Editorial Leadership & Team Management, SEO & Web Analytics, Stakeholder & Cross-Functional Collaboration, UX Writing and Accessibility Standards, Writing & Editing (Print/Digital)

EXPERIENCE

Digital Content Creator | Multimedia Storyteller | Content Strategist

Boyink, LLC • Tulsa, OK

05/2022 – Present

- Conduct content audits and performance analysis across platforms, delivering recommendations to boost engagement and SEO.
- Produce SEO-optimized blog posts, web copy, and campaign content for B2B clients in technical industries.
- Provide book editing, publishing, and marketing services to authors.

Head of Content

Rizing, a Wipro Company • Stamford, CT

07/2021 – 12/2024

- Developed and managed content for blogs, whitepapers, case studies, brochures, events, press releases, and social media.
- Partnered with UX, product, and digital teams to refine landing pages and align messaging with user intent and brand voice.
- Improved website traffic by 21%, users by 25%, and conversion rates by 20% through strategic content creation and optimization.
- Drove engagement by improving content performance, reducing word counts by 21%, shortening sentences by 20%, and increasing readability scores by 30%.

Managing Editor

Douglas County Herald • Ava, MO

11/2018 – 07/2021

- Led a team of five to publish a weekly newspaper for 2,000 subscribers and 80 local businesses.
- Researched, wrote, and edited weekly features, columns, and editorials.
- Optimized subscriber list, eliminating 19% of weekly print costs.
- Earned four Missouri Press Association journalism awards for editorials, features, and headlines.

Founder and Chief Content Strategist

Boyink Content Studio • Holland, MI

12/2015 – 11/2018

- Created SEO-optimized content (blogs, eBooks, articles, emails, landing pages, and training materials) for B2B clients.

- Designed and launched content-managed websites based on user research and UX/SEO best practices.
- Implemented structured content management systems to ensure accuracy and reusability of product and other content.
- Launched a content management training business with books, screencasts, and in-person training workshops delivered to high-profile clients including Garmin, Pizza Hut, and the Federal Reserve.

EDUCATION

Bachelor of Science in Communications

Grand Valley State University • Allendale, MI

Certification in Google Analytics

Google

PUBLICATIONS

Book: Driven to Wonder: Eight Years in an RV with Two Kids

This book includes 130 historical retellings, quirky anecdotes, and life lessons with 500 color photos from travels to 34 states.

Book: Building an ExpressionEngine 2 Site: Small Business

This book details the process of creating a full-featured, database-driven, easy-to-manage, and secure small business website with the ExpressionEngine content management system.

Portfolio: Boyink.com

My portfolio of B2B blog posts, newspaper features, editorials, and lifestyle articles is available at boyink.com.

VOLUNTEERING

The Church Studio

06/2024 – Present

Docent/Marketing

Lead tours and write content to communicate the history and significance of musician Leon Russell and the historic Church Studio to musicians and music fans.

Tulsa Content Practitioners

08/2023 – Present

Founder

Organize and host a monthly networking and learning event for local content professionals, including creators, editors, strategists, and operations specialists.