

Michael Boyink

Tulsa, OK | (417) 243-0330
mboyink@gmail.com | [linkedin.com/in/michael-boyink](https://www.linkedin.com/in/michael-boyink)

PROFESSIONAL PROFILE

The ends: More traffic. More sales leads. Happier customers.

The means: Engaging, SEO-friendly content that answers your customer's questions. Content that tells your corporate story. All published using AI-enabled tools and processes that help you efficiently manage content as your business grows and your customers evolve.

I'm a content professional experienced in all aspects of publishing landing pages, blog posts, screencasts, podcasts, videos, eBooks, and traditional books. I've helped companies find new customers, newspapers inform their communities, and developer communities teach their newbies with tutorials still in use 15 years later.

Want your message to stand out in a field full of ChatGTP claptrap?

Let's talk.

EXPERIENCE

Rizing, a Wipro Company, Stamford, CT

07/2021 – 12/2024

Head of Content

I improved website traffic and conversions by publishing content that was user-focused, on-brand, on-voice, and error-free.

- Created original B2B content for the corporate website by interviewing internal technical experts, writing articles, sourcing graphics and photos, and publishing in WordPress.
- Collaborated with globally-dispersed stakeholders to create thought leadership articles, white papers, case studies, product content, and press releases for different lines of businesses in different regions.
- Improved Grammarly scores by 26%, reduced word counts by 21%, reduced sentence lengths by 53%, and improved readability scores by up to 30%.
- Created and published a corporate style guide to promote and enforce editorial standards to internal and external contributors.
- Helped create a Smartsheet-based workflow for content creation and promotion, enabling communications, graphics, website, and marketing teams to manage multiple time-sensitive projects simultaneously.
- Collaborated with developers to migrate, rewrite, republish 100's of content items due to a corporate acquisition.
- Evaluated AI technologies like Chat GTP and recommend corporate-wide usage strategies.

Douglas County Herald, Ava, MO

11/2018 – 07/2021

Managing Editor

I served the community by publishing a weekly newspaper promoting local businesses, people, news, and events.

- Managed newspaper operations, created editorial and advertising calendars, assigned stories, curated and edited submissions, and performed final pre-print proofing of newspaper in Adobe Creative Cloud.
- Conceptualized, researched, wrote, and designed a minimum of one front-page feature, one column, and one editorial each week for 2500 subscribers.
- Covered City Council and School Board meetings, generating written summaries and full video recordings.
- Conceived, planned, designed and implemented a complete visual refresh of newspaper using InDesign.
- Optimized subscriber list, eliminating 19% of weekly print costs.
- Won four Missouri Press Association journalism awards.

Boyink Content Studio

01/2002 – 11/2018

Founder and Chief Content Producer

I helped clients of all types succeed online by implementing websites and creating original content.

- Wrote, edited, formatted SEO-friendly custom content for B2B clients including blog posts, eBooks, landing pages, emails, advertising, and articles.
- Generated content definitions, content inventories, content audits, user profiles, and gap analysis for content strategy projects.
- Designed, created, and launched client websites on database-driven content management systems based on researched content strategies.
- Leveraged web development and content management system development skills to create a related training business with books, screencasts, and classroom training delivered to high-profile clients across the country.
- Used branding, content generation, SEO, and marketing skills to launch and grow a fulltime family travel website with a blog, podcast, monetized products, affiliate sales, and coaching programs.

EDUCATION & PUBLICATIONS

Grand Valley State University, Allendale, MI

Bachelors in Communications, Film/Video Production

Minor, Writing for Media

Driven to Wonder: Eight years in an RV with two kids: A Memoir

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

Building an ExpressionEngine 2 Site: Small Business

This book taught web developers how to create a full-featured, database-driven, easy-to-manage, and secure small business website with ExpressionEngine 2.

Homeschool Legally While You Travel the USA

Homeschooling laws differ by state. This book listed state-by-state advice for legally homeschooling while traveling through them for extended periods.