

# Michael Boyink

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## PROFESSIONAL PROFILE

I'm a full stack communications professional with experience in every aspect of the content lifecycle — from conceptualizing, researching and writing all types of content to designing and implementing the technical systems, processes, and guidelines to store, publish, and manage it.

I am extremely organized, able to manage multiple projects and meet deadlines, all while delivering high-quality (at times, even award-winning) work.

One of the keys to my success is that I've been a programmer and developer so can "speak geek." I've been an entrepreneur so can communicate with business leadership. My time as a journalist grew my ability to work with, interview, and write for the general public. Mix up those experiences and the result is the ability to work effectively at the magical intersection of end user, client, developer, and designer.

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## EXPERIENCE

Rizing, a Wipro Company, Stamford, CT

07/2021 – 12/2024

### Head of Content

*I promoted the corporate image and reputation by ensuring content 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.

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## **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.

***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. (OOP)

***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. (OOP)