

**Summary:**

- A seasoned professional – over 20 years of content creation, editing, & management in long & short form
- Websites created from scratch, deep dives taken into branding & rebranding, core messaging; master storyteller
- Superlative email campaigns, web content, social media, landing pages, articles, blogs, e-books, catalogs, annual reports, & all manner of whatnot
- Have worked consistently, including contract & freelance, in a highly competitive & changing marketing space
- A storyteller & proven communicator for a diversity of audiences, delivering measurable results across a range of company cultures, anthropological & industrial
- I go hard on soft skills; an AP Style & proofing savage
- 7 years of experience as a professional Graphic Designer & Art Director—a skill set that always comes up
- **And this – what makes me different: writing portfolio available [here](#); additional work [here](#)**

**Software:**

- Proficiency with project management software—Asana, Jira, Airtable, Basecamp, SharePoint, & others; also Mailchimp, Send Grid, SEMrush, Google Suite, Outbrain, **Adobe Creative Suite**
- Experience with CMS tools: Wordpress, Squarespace, Wix, Hootsuite, Lingo, Teams, Analytics, Tableau

**Professional Experience:**

**LIBERTY Dental Plan, Irvine:**

5/2021-present

*Senior Creative Lead, Communications & Marketing*

- My mission is to take their communications to another level; this reimagining includes all Outbound Communications, Social Media, **Graphics**, all manners of storytelling & how those stories are delivered
- To create content, brand development, voice, & storytelling strategies & execution across a growing multi-channel environment
- Developing a massive expansion of communications including new website, videos, infographics & animations
- Currently focusing on creating an industry-leading podcast; have stepped aside from social media

**Innovations:** I developed a strategy & content for social media to present dental education in an authoritative & entertaining way; created an internal campaign to increase employee engagement on social media channels using quizzes and other interactive material including employee spotlights (a big hit); developed plan to create foreign language materials not translated directly from English so they made little sense, but worked with writers in the language to build materials from scratch that did make sense of vital information – no one else is doing this

**Knibb Design Corp, Venice:**

9/2005 - present, currently on a per project basis

*Content Writer, Storyteller, Visual Communications*

- My task is to translate complex & often esoteric design aesthetics & concepts & convert them into language that transforms pitches into clients; this was done through blogging, newsletters, web copy & QA, PR communications, product descriptions, design decks & other corporate communications including Social Media
- Currently working on rebrand for [flowerboyproject.com](http://flowerboyproject.com) retail & meta site
- Also provided graphic support & illustration for various projects

**Innovations:** A large international client was so impressed with the branding materials and communication I created, they awarded the firm the biggest projects in its history; a story still told by the principal today

**Furtado Law PC, Denver & Santa Monica**

4/2020-4/2021

*Content Strategy & Development, Branding, Messaging*

- Was asked to lead creative on developing a new brand & image
- Consulted on website & communications
- Performed site updates & maintenance to their WordPress site
- Interacted with Associates & Leadership
- Provided research & talking points for David Furtado for public speaking engagements & appearances

**Employment Research Institute, Malibu:**

5/2019-12/2019

*Content Development & Management, Assets Auditor, Quality Control, Editor*

- Content creation, editing, email campaigns, & various material for the company’s portfolio of websites – [LawCrossing](#), [HiringPartner](#), [EmploymentCrossing](#), & [TopLawSchools](#)
- Ghostwriter under Mr. Barnes’ byline published on his [HiringPartner](#) site; edited content of outside writers
- Extensive implementation of SEO

**Innovations:** Content produced exceeded the performance of all other writers across all analytics & various properties

**Mint State Gold by Stuppler**, Woodland Hills:

6/2018 - 5/2019

*Content Development, Core Messaging, Storytelling*

- Objective was to create a more impactful & engaging website for a company with a long static history
- To increase its audience & traffic, a new approach to messaging utilizing more strategic use of storytelling – this was accomplished by changing the tone & finding innovative ways of conveying narratives about histories of precious metals & coins, investment types & options, grading, investor information, & more

**Innovations:** Upon launch, bounce rates were reduced 45% & session rates increased by 60%

**StudentNest.com**, Glendale:

6/2017 - 6/2018

*Curriculum & Content Development*

- Created curriculum, tutorials, & test questions to prepare students for state Common Core Standards; implemented educational systems such as Webb's Depth of Knowledge & Bloom's Taxonomy

**BLVD Treatment Centers**, Los Angeles:

3/2015 - 2/2017

*Lead Content Developer & Editor/Social Media Manager/Brand Ambassador*

- First hired in a department that would grow to six writers, a UI Designer, a Developer, Marketing Assistants, PR Consultant, & others
- Worked with Directors, Clinicians, & Case Managers to rebrand its chain of centers & separate them from their competitors—did a series of video interviews with clinicians & staff used in online campaigns
- Developed & managed all social media accounts
- Served as editor for the team of five writers, including proofing, & strategizing subjects, content, & strategy

**Innovations:** Blogs/articles completed consistently earned the highest traffic of the team. According to Google Analytics, one article more than doubled traffic to the site; The company blog would be selected as [One of the Best Addiction Blogs on the Planet](#);

Social media channels enjoyed massive growth: Facebook went from a few thousand Likes to over 56,000; the Twitter account, begun from scratch, grew to over 10,000 Followers; Instagram followers grew organically to nearly 9,000 in 8 months

- BLVD offered me the job in part due to the success of an article written for the popular site Rehabs.com: <http://www.rehabs.com/digital-marketplace-how-to-buy-illegal-drugs-online/>

#### **Contract clients:**

**Concourse Federal** as a contractor for **Greater Los Angeles VA Healthcare System**

8/2022 - 12/2022

**Innovations:** I created a proposal for reach both the public & veteran in-need veteran population the VA serves—as well as address the PR challenges of their effectiveness in providing for same; elements included creating signage visible in areas where the targeted population is—train stations, trains, libraries, tent encampments—digital & print billboards on the grounds, as well as signage directing those in-need to locations of services both on-site and in areas known to be frequented by them

A piece I wrote about one of VA's most legendary & contentious structures, the [Wadsworth Chapel](#): the article was the most popular in the site's history

**Augusta Precious Metals**, Culver City; **Rooftop Digital**, Agoura Hills; **Treehouse Community Co-Living**, Hollywood; **Abstraction Media** (production company of comedian **Max Amini**), Hollywood; **Archaeology Research Center (ARC)** at USC; **Tribal Learning Community & Educational Exchange (TLCEE)** at UCLA

#### **Other experience:**

**OroAmerica Inc.**, Burbank:

8/2007 – 9/2010

*Art Director, Graphic Design, Copywriter*

- Executed graphic design for print & web, marketing initiatives & materials: design & execution of catalogs, brochures, advertising, in-store displays, packaging, & photography
- Successfully launched a new jewelry wholesale operation & a cigar division

#### **Also:**

- Have written & published a blog for 15 years; through organic searches & backlinking from other sites, the site attracted five thousand visits a month; see blog [here](#)
- High proficiency with Adobe Creative Suite
- Continued studies in creative writing; a 10 year member of a writer's critique group

#### **Education:**

**University of California**, Irvine; BA in English Studies

**Otis College of Art + Design**, Los Angeles