

Contact

2147668353 (Mobile)
icb0005@gmail.com

www.linkedin.com/in/ianbirnbaum
(LinkedIn)
www.IanBirnbaum.com (Portfolio)

Top Skills

Journalism
Publications
Editorial

Languages

German
Japanese
Dutch

Certifications

Advanced Content Marketing

Ian Birnbaum

Senior Content Manager at Blackhawk Network
Dallas-Fort Worth Metroplex

Summary

I've been a journalist and creative advertising specialist for more than fifteen years. Previous business cards included titles like: copywriter, journalist, content writer, managing editor, and project manager.

I brew pretty good beer, too, but that isn't relevant. Unless you like beer—in which case, we really should talk. See my full portfolio at www.IanBirnbaum.com

Experience

Blackhawk Network

Senior Content Manager

December 2018 - Present (3 years 7 months)

Dallas/Fort Worth Area

Write marketing copywriting and strategy for all areas of a global financial services company, including white papers, case studies, sales decks, blogs, ebooks, video scripts, infographics, and webinars.

Interview and coordinate with subject-matter experts to ensure accuracy about complex financial products.

Remind my team daily that B2B marketing still involves communicating ideas to real human people.

Manage and coordinate company-wide editorial guidelines and style standards.

Conceived, led, and launched a marketing factsheet to compile accurate, updated company-wide statistics, making sure marketing and sales team presentations are always based on facts.

Coordinate with outside creative agencies.

Editing and proofreading on-demand.

Self-Employed

Freelance Journalist

September 2006 - Present (15 years 10 months)

Dallas, TX

Write articles for PCGamer.com, Motherboard.Vice.com, TheOutline.com, MacWorld, PCWorld, and others.

Dieste Inc.

Copywriter

July 2018 - August 2018 (2 months)

Dallas

Wrote copy for print, web, social media, and radio ads for clients like TX Whiskey and Pollo Campero.

Javelin Agency

B2B Marketing Writer

February 2018 - May 2018 (4 months)

Irving, TX

Wrote B2B marketing content for AT&T business networking, including executive summaries, white papers, and case studies.

Capital One

Managing Editor

September 2016 - November 2017 (1 year 3 months)

Plano, Texas

Managed a team of freelancers to edit or write all copy published to the Capital One Home Loans website.

Amazon Web Services

Managing Editor

February 2016 - July 2016 (6 months)

2201 6th Ave, Seattle, WA 98121

Lead writer and managing editor for the Amazon GameDev blog, including GameLift and Lumberyard.

AvreaFoster

Senior Copywriter

December 2015 - March 2016 (4 months)

500 N Akard St #2000, Dallas, TX 75201

Concepted and wrote copy for ad campaigns across web, print, and television.

VLG

Senior Copywriter

September 2014 - November 2015 (1 year 3 months)

5717 Legacy Dr Suite 270, Plano, TX 75024

Planned, scripted, and wrote copy for direct mail lead-generation campaigns (B2B).

jcpenny

Digital Creative Copywriter

September 2011 - May 2014 (2 years 9 months)

6501 Legacy Dr, Plano, TX 75024

Successfully rewrote copy, focusing on improving SEO performance, for the entire online catalog.

Brown Books Publishing Group

Editor

January 2009 - May 2011 (2 years 5 months)

16250 Knoll Trail Dr #205, Dallas, TX 75248

Editing and proofreading novels and non-fiction books.

Denton Record-Chronicle

Sports Stringer

August 2006 - January 2009 (2 years 6 months)

314 E Hickory St, Denton, TX 76201

Covered local high school and college sports events for the sports section of the local city newspaper.

Education

University of North Texas

Bachelor of Arts (B.A.), Journalism · (2005 - 2009)

Sandra Day O'Connor High School

· (2001 - 2005)