

# JEFF HINKLE

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## EDUCATION

Bachelor of Science,  
Journalism, *University of  
Nebraska* at Omaha

## EXPERTISE

Content strategy  
B2B / B2C thought leadership  
Public relations  
Internal communications  
Crisis communications  
News reporting  
AP Style  
C-level bylines  
eNewsletters; blogs  
UX  
Social media; press releases  
Whitepapers; eBooks, case  
studies  
Event planning

## SKILLS & SOFTWARE

Hubspot  
Hootsuite  
WordPress  
Webflow  
Adobe  
Figma  
Moz  
Asana  
AP Style  
Content Ideation  
Content Marketing  
Google Workspace  
Microsoft Office

## AWARDS

Two **New England Press  
Association** awards for  
Feature Writing, First Place  
and Second Place, 2000

Two **Society of Professional  
Journalism** awards for Radio  
Features

## EXECUTIVE SUMMARY

Corporate communications and content professional with extensive experience in the financial services industry. 10+ years as an award-winning journalist.

## EXPERIENCE

### Freelance Financial Services Content Writer and Editor

#### March 2023 – Present

Research, write and edit a wide variety of FINRA-compliant, SEO-friendly content on behalf of financial advisory (FA) organizations including APIC, Morgan Stanley, and others. Work is often high-technical for FA webinars and podcasts.

### Senior Director of Communications, *IntraFi*

#### August 2022 – August 2023

Recruited by CMO; managed social media; spearheaded web content including weekly blog, eBook and refreshed marketing materials

- Enhanced company positioning, branding, web UX and crisis communications.
- Created InterFi's first-ever eBook (B2B).
- Grew LinkedIn followers by 48% and Twitter / X followers by 111%. Contributed PPC content.

### Vice President, Communications, *BillGO*

#### September 2020 – September 2022

Reported to CMO and oversaw all B2B / B2C communications promoting BillGO APIs and services, open banking initiatives, press releases and commitment to consumer financial wellness. Worked with Chief Risk Officer to ensure all materials met bank-grade compliance requirements and regulatory deadlines.

- Implemented BillGO's content strategy, including weekly blogs, eBooks, Whitepapers, webinars and social media. Social followers quadrupled between 2020 – 2022.
- Drove all press coverage while ghost-writing executive bylines in *Fortune*, *PYMNTS*, *Payments Journal* and others.
- Managed marketing and communications team including writers, designers, PR, vendors and event planners. Oversaw [website](#) and sales collateral refresh.

**EXPERIENCE  
CONTINUED**

**Content Director, *Polyient Labs***

December 2018 – September 2020

Reported to the CEO, promoting Polyient as a leading early-stage blockchain, crypto, DeFi and NFT incubator and agency for a variety of startups.

- Responsible for content strategy, public relations and other content for Polyient and its portfolio of clients.
- Authored thought-leadership pieces, successfully placing them in *Forbes*, *American Banker*, *PaymentSource*, *CoinDesk*, *HackerNoon*, *Venture Beat*, and others.
- Wrote whitepapers, press releases, case studies, inventory decks, executive speeches, social media. Increased social followers ten-fold in 18 months.

**Senior Content Editor, *FireApps***

January 2017 – May 2018

Revamped all digital and print collaterals including executive bylines, whitepapers, blogs, case studies, user guides and social media. Oversaw website relaunch, and social campaigns.

Wrote CEO bylines for *American Banker*, *CFO Magazine*, *Industry Today*, *GTNews*, *GLobal Banking & Financial review*, and others. Managed monthly client newsletter.

**Managing Editor, *Early Warning***

January 2009 – March 2015

Managed all digital and printed collateral for Early Warning, which was owned by five of the largest U.S. banks. Initially hired as sole copywriter.

Executive byline articles and blogs for *American Banker*, *Credit Union Times*, and other trade publications on analytics, IT, fraud prevention, AML / KYC, payments, cybersecurity and serving the underbanked. Managed two monthly B2B e-newsletters, read by 6000+ industry executives (35% open rate). Fully-compliant whitepapers, press releases, industry briefs, case studies, RFPs, video scripts, crisis communications, and executive speaking proposals.