

Shaine M. Smith

**Content
Producer/Strategist**

Shaine M. Smith

Fort Collins, Colorado

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ShaineKnowsContent.com

Summary of Skills

With a 25-year journey in content creation, I possess a wealth of versatile experience and expertise. As a prolific creator and a master of E-Commerce with a rich background in writing, proofing, SEO, design, UI/UX, content strategy, and information architecture, I offer a unique blend of skills adept at tackling diverse challenges.

Whether it's increasing metrics, amplifying brand awareness, turning browsers into clickers, or converting clickers into buyers, I deliver results that surpass expectations.

Experience

Men's Journal / Contributing Writer

March 2024 - PRESENT

Research and write SEO-optimized articles on Overlanding, Vanlife, and camping recipes. Attend trade shows/manufacturer events. Test and write reviews of new products.

Matic Digital Design Services / Content Strategist

Feb 2023 - July 2023, Remote

Drafted information architecture and collaborated with cross-functional teams to meet client's needs on often tight budgets and with short deadlines. Crafted wireframes, designed UX/UI, and produced engaging copy for multiple clients simultaneously. Pitched and presented ideas to clients and stakeholders.

GloriFi / Senior Content Strategist

Oct 2012-July 2022, Remote

Led the design, creation, and management of a financial-tech application and website from conception to launch in less than a year. Created everything from copy, and UI/UX design, to wireframe mockup and images across all verticals from banking to insurance to credit cards. Developed company-wide style guides and extensive FAQs for customer support teams. Managed relationships with a diverse array of third-party vendors and contractors.

EightyTwenty Agency/ Content Strategist/Producer

Dec 2020 - Dec 2021, Remote

Produced product copy, brand stories, and infographics and managed social media for the largest aftermarket off-road automotive accessories family. Tracked metrics and KPIs to ensure the right content in the right place and time. Managed e-commerce CMS for the family of sub-brands.

Freelance Contributing Writer / Content Producer/Copywriting

Dec 2020 - Dec 2021, Remote

Wrote destination guides, product copy, brand stories, and features for major outdoor brands and tourism bureaus. Conceptualized, researched, and created long- and short-form articles on various topics from wellness to security to IT and technology. All with an eye toward SEO and conversion.

SmartEtailng.com / Senior Content Production Specialist/Video Production Manager, Client Success Representative

Aug 2005 -Nov 2015, Boulder CO, Remote

Created marketing copy and content for cycling and outdoor products for a major B2B E-Commerce platform. Built a video studio from scratch, wrote scripts, and managed 3 direct reports. Provided content strategy for retailers' websites, providing education on SmartEtailng software and troubleshooting technical issues. Proactively suggested improvements in content strategy, e-commerce, website design, and marketing. Authored end-user tutorials and how-tos for a large help-center library.

Key Achievements

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- Updated major tourism site. Drafted the IA to address gaps and rescued pages 10 clicks deep to four on desktop, and five on mobile.
 - Overhauled a major non-profit's web presence, consolidating multiple, disjointed microsites into a single, cohesive platform.
 - Launched a new brand, including branding, copywriting, advertising, videos, and marketing materials.
 - Created an entire library of FAQs on all things financial, including perhaps the most complete guide to credit scores on the web.
 - Helped develop financial applications including banking, mortgage, credit card, and insurance services.
 - Planned, budgeted, and built a professional video studio and department from scratch.
 - Established lasting relationships with cross-functional teams, corporate partners, and vendors, across time zones and the globe, facilitating seamless information exchange.
 - Have managed up to 8 direct reports.