

Professional Summary

Specializing in creating pinpoint-perfect messaging, I excel at empowering targeted audiences to take action while rewarding them for their time. My experience as a B2B/B2C writer, editor, PR practitioner and content manager spans over 20 years of published material, including regular contributions to America's largest digital-multimedia group, Dotdash Meredith. In addition to expertise in branding and positioning for industry-leading marketers, I have earned coverage in some of the world's foremost media – *The Wall Street Journal*, *Sports Illustrated*, *Women's Wear Daily*, *ESPN*, *Architectural Digest* and *Good Morning America*.

Career Experience

Senior Copywriter | Aventiv Technologies, a Platinum Equity Holding Company (2022-present)

Synopsis: Largest communications, media and technology provider for the U.S. correctional industry – REMOTE

Key Results: Created brands for three digital platform solutions – Tech Express Desk, SCAN and CommandCentral

- ◆ Spearhead multi-faceted, cross-functional marketing projects to consistently execute best-in-class content
- ◆ Develop, write and edit long- and short-form copy – technical and creative – with proficiency and efficiency
- ◆ Operate in an expert internal ad agency using CRM, DAM, project management and collaborative design tools
- ◆ Navigate complex concepts, translating them into straightforward storytelling to resonate with multiple audiences
- ◆ Partner with Securus, JPay and enterprise leadership to deliver targeted, clear and accurate messaging for websites, emails, apps, digital notifications, social media, collateral, videos, UI/UX/CX, advertising and sales enablement vehicles

Director – Corporate Communications | The Waldinger Corporation and Affiliated Brands (2011-2022)

Synopsis: Dominant mission-critical data center mechanical contractor, with \$750M in annual revenue – REMOTE

Key Results: Initiated formal marcom program helping the business triple in annual revenue during leadership tenure

- ◆ Directed all marketing and communications initiatives for the organization's multiple brands and 40-plus locations
- ◆ Managed all internal and external websites and their content management systems as super administrator
- ◆ Sourced, wrote, edited and posted multiple articles each day for an intranet accessed by thousands of employees
- ◆ Governed Google platform (Analytics, Business, Maps, YouTube, SEO/SEM), social media and survey channels
- ◆ Produced and administered the companies' first: digital advertising campaigns, eNewsletters, responsive websites, email marketing, brand voice, logo/graphic identity standards, live marketing presentations, proposal templates, A/B tested ads, online merch stores, reputation management program, asset libraries, sales recognition platform, acquisitions communications, crisis communications coaching and plan, award-winning product and explainer videos

Owner – Freelance Writer/Editor and Content Manager | Gray Matter Communications (2002-2022)

Synopsis: Hired-gun consultancy delivering deadeye marketing communications strategies and killer copy – REMOTE

Key Results: Generated track record of 100% positive earned media for all clients with signature velvet hammer approach

- ◆ Supplied timeline-sensitive, end-user-engaging content for category-leading brands and multimedia outlets
- ◆ Contributed dozens of articles and features to *Better Homes and Gardens* magazines, books and digital channels
- ◆ Launched startups and facilitated rebrands to cement marketplace presence across various sectors and segments
- ◆ Ghostwrote executive speeches, whitepapers, blogs, RFPs, testimonials and press statements with spot-on brand voice
- ◆ Served prominent clients such as Principal Financial Group, Tero International, Wells Fargo and Liberty Mutual Insurance

Other Positions: TV Writer/Producer | Ad Agency Account Exec. | Head of PR, Pella Corp. | Advertising Manager, Farm Bureau Corp.

Education | Endorsements

- ◆ Bachelor's | Electronic Communications and Journalism | Production, Performance, Writing | University of Northern Iowa
- ◆ Certification | Nutrition and Wellness Consultant | AFPA – American Fitness Professionals and Associates
- ◆ Certification | Personal Fitness Chef | NESTA – National Exercise and Sports Trainers Association
- ◆ Certification | Crisis Communications | PRSA – Public Relations Society of America

Programs | Platforms

Office 365 (expert level in SharePoint, PowerPoint, Publisher, Teams and Word), Figma, Constant Contact, Asana, Brandfolder, Camtasia, Salesforce Marketing Cloud, Canva, Google Suite, Adobe Suite, Hootsuite, Bynder, WordPress and other CMS tools