

## 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. My expertise also includes branding and positioning for industry-leading marketers, as well as earned coverage in some of the world's foremost media – *Architectural Digest*, *ESPN*, *Good Morning America*, *Sports Illustrated*, *The Wall Street Journal* and *Women's Wear Daily*.

## Career Experience

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

*Synopsis: Nation's leading communications and media technology platform for the corrections industry – REMOTE*

*Key Results: Created brand names for critical 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 within a 10-person internal agency using CRM, DAM, project management and collaborative design tools
- ◆ Navigate complex concepts, translating them into straightforward storytelling to resonate with multiple audiences
- ◆ Leverage core Aventiv, Guarded Exchange and JPay brands to deliver targeted, clear and accurate messaging for ads, apps, collateral, digital notifications, emails, sales enablement, social media, UI/UX/CX, videos and websites

### 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 seven 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
- ◆ Ran Google Business (Analytics, Business Profile, Maps, SEO/SEM, YouTube), social media and survey channels
- ◆ Produced and administered the companies' first: A/B tested ads, acquisitions communications, asset libraries, award-winning promotional videos, brand voice, crisis communications coaching and plan, digital advertising campaigns, email marketing, eNewsletters, live marketing presentations, logo/graphic identity standards, online merch stores, proposal templates, reputation management program, responsive websites and sales recognition platform

### 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, positioning statements, blogs and press advisories using brand voices
- ◆ Served discriminating clients such as Archival Products, FutureNet, Iowa Clinic, K&V Homes, Liberty Mutual Insurance, Pella Windows & Doors, Principal Financial Group, Tero International, as well as Wells Fargo Bank and Card Services

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

Adobe Suite, Asana, Brandfolder, Bynder, Camtasia, Canva, Constant Contact, Figma, Google Suite, Hootsuite, monday.com, Office 365 (expert level in SharePoint, PowerPoint, Publisher and Word), Salesforce, WordPress and proprietary CMS tools