



### Profile

Multifaceted marketing specialist, versatile writer and meticulous editor returns to his passion after taking time to support ailing parents, pursue music and travel the States. Draw on six years of media and marketing chops ranging from reporting and editorial to ad copy, press kits, email campaigns, SEO web content and social media.



### Skills

- Specialized in producing engaging digital content and compelling sales copy.
- Versed in AP Style, copy editing, print/web page formatting and graphic design.
- Proficient with WordPress, SEO, MailChimp, Hootsuite, Photoshop and InDesign.



### Experience

**PRESENT**      **DIGITAL MARKETER / COPYWRITER / COPY EDITOR**  
 – Web-savvy wordsmith, eagle-eyed editor extraordinaire and maestro of the marketing arts.  
 – Seeking freelance, part- or full-time opportunities based off-site or on-site in Denver area.

JAN 2013 – APR 2014

**MARKETING / P.R. SPECIALIST**      *The Blue Rooster*      Sarasota, FL  
**In-house marketing, PR, web and design guru for southern restaurant and music venue.**  
 – Created and distributed press releases, print and digital ads, emails and social media posts.  
 – Established media contacts, assisted writers and ad execs, fielded messages and comments.  
 – Utilized SEO and analytics to increase web traffic, email subscribers and social media reach.

NOV 2011 – DEC 2012

**DIGITAL MARKETING SPECIALIST**      *NicheBuilder*      Sarasota, FL  
**Digital marketer and copywriter for web hosting company offering SEO content services.**  
 – Conducted keyword research, identified profitable niches and developed marketing plans.  
 – Crafted SEO copy for landing pages, eBooks and emails promoting clients' digital businesses.

OCT 2011 – SEP 2012

**WEB STORE MANAGER**      *Sarasota Guitar Company*      Sarasota, FL  
**Online store manager and shipping director for local chain of guitar specialty shops.**  
 – Monitored sales activity and inventory for 500+ item eBay store with perfect feedback rating.  
 – Photographed, listed and inspected products; supervised packing and shipping operation.

JAN 2011 – MAR 2012

**CONTRIBUTOR / COPY EDITOR**      *HuB Sarasota*      Sarasota, FL  
**Columnist and copy editor for local business incubator's blog *ThisWeekInSarasota.com*.**  
 – Delivered well-researched satirical columns about Sarasota politics and Q&As with artists.  
 – Edited blog contributors, published posts to *TWIS* site and shared content on social media.

DEC 2010 – DEC 2012

**A&E CONTRIBUTOR**      *Sarasota Herald-Tribune*      Sarasota, FL  
**Columnist and contributor covering local music for *Herald-Tribune's Ticket A&E* weekly.**  
 – Wrote weekly column called "The Local Original" detailing Suncoast's original music scene.  
 – Contributed weekly event previews, album and concert reviews, and arts scene-related news.

NOV 2008 – DEC 2010

**STAFF WRITER / A&E EDITOR**      *Creative Loafing*      Sarasota, FL  
**Reporter, columnist and A&E editor for alt-weekly newspaper chain's Sarasota edition.**  
 – Covered all aspects of Suncoast, following leads, conducting interviews and taking photos.  
 – Edited contributors to A&E section, compiled event listings and mentored editorial interns.  
 – Formatted content for print and WordPress; shared stories on social media and radio show.



### Education

**AUG 2002 - MAY 2007**  
 Bachelor of Science

**BALL STATE UNIVERSITY**      Muncie, IN  
 Major: Journalism      Minors: Geography, Guitar Performance

