



WRITER • EDITOR • B2B CONTENT PROVIDER
DECADES OF INDUSTRIAL STRENGTH; ALL CONTENT FORMATS

Key skillset: Turning complex topics into engaging content, across all media, with the right tone / right voice. Plays well with others; works independently.

ADDING VALUE FOR MEDIA & MARKETING FIRMS

Editorial: Writer, editor and project manager for print and digital outlets including Putman Media, PMMI Media Group; Pharmaceutical Commerce; Contract Packaging Association; Professional Builder and Adweek.

Marketing: Writer, content manager and copywriter for blogs, e-books, white papers and lead-gen campaigns to inform, educate and entice targeted audiences.

RECENT CLIENT ACCOMPLISHMENTS

Putman Media, Inc. 2010-present:

- Planning and writing features for Smart Industry on topics of digital transformation. Recent bylined pieces cover industry adoption of IoT, analytics, AI, cloud computing and edge computing.
- Writing sponsored reports for clients of the company's custom publishing business.
- Additional bylines for Control magazine (process automation), Food Processing (food industry), Plant Services and other print/digital properties.

Nulogy Corp. 2017–2018:

- Helped update brand messaging for SaaS-based supply chain collaboration software and services in the CPG supply chain management space.
- Created targeted media list for paid and earned media placements; created and placed content.
- Developed internal work processes for internal teams to help generate new content.
- Wrote and edited blog and news content.

PMMI Media Group 2011–2016:

- As Editor of Contract Packaging magazine and ancillary digital media from Q2 2011 through Q4 2016, served as a contract employee working as an in-house manager, editor and writer.
- Special (digital) content producer for Packaging World, Automation World and other properties. Work included content management, working closely with creative team and content sources.
- Wrote, edited, repackaged and repurposed content — and content marketing copy — to create revenue-producing content.
- Wrote in revenue-producing digital formats including ghostwriting, e-newsletters, webinars, lead-gen campaigns; video scripting (with some on-camera work); and aggregating content to create sponsorship opportunities.

[Visit the website](#) for details; for writings, see the [Portfolio](#) page.

Education: B.S., Syracuse University/Newhouse School; Advertising/English minor.

References: [LinkedIn](#) profile, and upon request.