

## [EXPERIENCE]

**The Dialog Group**

Austin, TX

Dialog is a first-generation agency serving blue chips, upstarts, and pioneers. We're a small, seasoned team mostly focused on B2B tech but excellent everywhere we land. In my time at Dialog, clients have included Adobe, AMD, Apple, AT&T, Dell, Lenovo, Palo Alto Networks, Proofpoint, Thomson Reuters, VMware, and even Leonard Bernstein.

**Content and Brand Manager**

April 2016 – present

I lead our content, brand, and messaging practices and also play a key role in our research projects. Through my work, I have become a trusted subject matter expert on technology and cybersecurity across all accounts.

## Content

- Oversee copywriting and long-form content creation via a small team of FTE and contract writers, frequently writing really good stuff myself.
- Develop successful, pipeline-stuffing content strategies and roadmaps up and down the funnel.
- Engage new ideas and trends to ensure our work is continuously improving on behalf of our clients.

## Brand

- Collaborate closely with creative directors on brand builds, updates, and campaigns.
- Lead company, product, and service naming exercises.
- Provide (mostly) data-informed strategic thinking and support for brand and creative projects.

## Messaging

- Lead agency messaging practice across all accounts.
- Collaborate with clients on product, portfolio, service, and corporate-level positioning and messaging.
- Ensure new messaging resonates across brand content and properties.

## Research

- Assist with qual and quant research on buyer personas, customer journeys, and other deliverables
- Conduct interviews with client stakeholders and real-world customers and SMEs
- Extract and curate insights for all kinds of go to market exercise

**Senior Writer**

May 2014 – April 2016

- I turned content plans into consistently high-quality product through research, development, and editorial processes.
- Served as a technology and security subject matter expert for account and content teams as required.
- Managed other writers and specialists as required.

**Writer (Freelance and FTE)**

April 2013 – May 2014

- Supported content needs of global technology leader working in the federal government space, creating both marketing and sales enablement content.
- Support content strategy demands.

**Various dba Secret Letter Agency**

Everywhere, all the time

**Freelance Writer and Brand Strategist**

August 2022 - present

Helped (mostly startup) cybersecurity and risk brands successfully get to market.

- Brand and creative strategy, content planning and execution
- Research and interviews

**BancVue/Kasasa**

Austin, TX

Documentation and Technical Information Manager

August 2008 – November 2012

Supported internal and external user engagement and education for a SaaS shop serving small and community banks. Collaborated across development, business, and marketing teams to support business development and other critical initiatives.

- Tasked with user engagement and education
- Supported internal and external audiences with technical and marketing communications
- Managed formal and cross-functional teams of writers and editors

**Powered**

Austin, TX, New York City, NY and the world

Freelance Writer

August 2001 – July 2010

Powered helped brands reach customers with precisely targeted engagement and education content. I helped concept, design, and develop content that was used for marketing and customer education. Topics included small business and consumer technology, business startup challenges, and even a low budget guide to visiting Las Vegas (spoiler: no gambling).

**The Mosaic Company**

Renton, WA

Senior Trainer and Instructional Designer

September 2007 – August 2008

Developed and delivered training and content plans for clients in the utility and energy industry..

**TIAA-CREF**

New York City, NY

Senior Technical Writer and Instructional Designer

April 2005 – July 2007

I was assigned to support the external network security group that managed access for consumers, traders, and everybody in between, creating technical, marketing, and training content as required.

**Marsh McLennan**

New York City, NY

Senior Writer, Training Content Lead

April 2002 – April 2005

Worked across training, marketing and documentation to develop and deliver integrated content, communications, and training plans to both internal and external customers.

**Imagine Software**

New York City, NY

Marcomm and Technical Writer

September 2000 – August 2001

Worked across training, marketing and documentation to develop and deliver integrated content, communications, and training plans to both internal and external customers.

## [EDUCATION]

**University of Texas at Austin**

Austin, TX

BA, English

1995

## [REFERENCES]

*References and portfolio available upon request.*