

Mike Strickland

CONTENT MANAGER + STRATEGIST + WRITER

I use words to design awesome user experiences.

OBJECTIVE

Seeking challenging position in which I can lead editorial efforts and make a significant contribution to the user experience of a website, app or product.

EXPERIENCE

Content Strategist / Writer | Freelance Consultant | Aug. 2010 - present
Create better user experiences through content strategy, copywriting and social media.

UX Writer/Editor | Intuit: Reshaping the TurboTax experience for 24 million users by simplifying complex tax info and creating a friendlier, easier-to-use product.

Travel Writer | TravelChannel.com: Write ongoing series of destination articles.

Social Media Manager | San Diego Beer Club: Promote club events and news to 2,000+ craft beer enthusiast-members via Facebook and Twitter (@sdbeerclub).

Senior Copywriter / Content Strategist | Active.com | Nov. 2009 - Dec. 2012
Developed and managed brand voice & tone standards; wrote content for web and mobile apps (including the 2012 Appy award-winning "Couch-to-5K" app).

Web Content Manager | The Paley Center for Media | Jan. 2008 - Nov. 2009
Held overall ownership of paleycenter.org site: managed content strategy & publishing, social media & SEO efforts, web analytics; led yearlong, \$300K site redesign project.

Communications Director | Oceanblue Divers | Aug. 2006 - Aug. 2008
Directed publicity and communications efforts for 1,500-member scuba diving club via email campaigns, social media and newsletters; also led dive trips and travel events.

Content Manager | AOL | Oct. 2005 - Dec. 2007
Created content for AOL's kids service; managed weekly editorial calendars, produced videos, tripled web traffic during tenure; completed formal SEO training & certification.

Project Manager | Verizon Multimedia | Mar. 2006 - Apr. 2007
Managed all phases of interactive marketing projects at in-house design agency: wrote statements of work, directed creative, managed accounts, budgeting & scheduling.

Technical Writer | Entriq | May 2004 - Oct. 2005
Significantly improved user experience of company's products by creating new online help documentation; composed newsletters and other sales & marketing collateral.

Web Producer | Walt Disney Co. | Oct. 1999 - June 2001
Managed production of 30+ promotional websites to support online marketing of Disney's DVD releases, including high-profile titles like *The Sixth Sense* and others.

EDUCATION / MILITARY

BA, Cinema-Television | University of Southern California
Magna cum laude, Dean's Scholarship recipient

Operations Specialist 2nd Class (E-5) | United States Navy
War veteran, served aboard USS Bunker Hill (CG-52) and USS Ranger (CV-61)

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web version of resume]

(619) 261-2420

SKILLED IN

Content strategy
Copywriting & marcom
Project management
UX best practices
Social media marketing
SEM (SEO, paid search)
Spanish fluency

I WRITE

Web copy
App content
Social media content
Marketing communications
Branding & style guidelines
Travel articles
Press releases
Newsletters
Tech docs
Fiction
...and just about anything

I WORK IN

MS Office
Adobe Creative Suite
Wordpress and other CMS's
Google Analytics, Omniture
Axure, OmniGraffle, Visio
HTML code
Mac & Windows
Agile methodology

PASSIONATE ABOUT

Content strategy
Great user experiences
Storytelling
Collaboration
Learning
Travel
Scuba diving
Homebrewing

PORTFOLIO

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