

## Education

Sep 2011 to May 2013

Masters of Communication Management  
**University of Southern California** ♦ Los Angeles/San Francisco, CA  
Thesis: The impact of content marketing on organizational design

Sep 2002 to Aug 2005

B.A. Communications, Minor English  
**Brigham Young University** ♦ Provo, UT  
Staff Writer, Ke Alakai, BYU-Hawaii

## Experience

Sep 2009 to present

**Senior Marketing Content Manager**  
Citrix ♦ San Francisco, CA

Manager of global content marketing program, strategy and team for Citrix online services division (GoToMeeting, GoToMyPC, etc.). Facilitates integrated content marketing and thought leadership by developing key messages across global marketing in conjunction with corporate communications, product marketing, sales and demand generation, targeting SMB and enterprise personas.

Manage and execute multi-media content from inception to completion, working with third party analysts, thought leaders, internal campaigns and creative services (e.g. videos, infographics, eBooks, white papers, case studies, podcasts, webinars, etc.). Manager of website resources page and editorial calendar, ensuring key themes, campaigns and content map to the customer journey. Corporate presenter on marketing webinars.

### Notable accomplishments:

- Reduced content creation budget by 40% while producing 20% more content.
- Doubled website traffic to content resources page in two quarters.
- Presented on over 85 prospect and customer webinars, ranging from 200 to 4,000 SMB attendees.
- Developed and implemented content strategy across global marketing, resulting in branding and messaging alignment, reduction in asset duplication, and optimization of assets for international markets and sales.

Nov 2006 to Sep 2009

**Marketing & Business Development Manager**  
Corum Group, Software Mergers and Acquisitions ♦ Bellevue, WA

Managed and created all marketing content for SMB targets (e.g., video, webinars, weekly eNewsletter, press releases, email campaigns, market research reports, etc.). Developed, analyzed and optimized all marketing programs and campaigns, working with internal leadership, media consultants, press, and software associations. Managed company website and SMB business development program.

Jan 2006 to June 2006

**Technical Writer**  
Omni Air International (OAI) ♦ Tulsa, OK

Managed and wrote manuals, spreadsheets and forms for presentation, data collection, and records maintenance. Liaison between OAI and the Federal Aviation Administration (FAA) by reviewing revision packages and preparing responses to FAA requests.

## Internships

July 2004 to August 2005

**Reporter & Editor**  
Utah Valley News ♦ Provo, UT

Developed video news packages, conducted interviews, organized story layout, developed scripts, performed voiceovers, and edited news packages.

**Production Assistant**  
Marie Osmond & Friends Radio Show ♦ Orem, UT

Drafted and pitched stories to executive producers. Responded to audience inquiries and coordinated promotional contests.

## Volunteer

**Board Member**  
Public Glass ♦ San Francisco, CA  
July 2013 to present

**Marketing Mentor**  
Iridescent ♦ San Francisco, CA  
May 2012 to Sep 2012

## Publications

Comprehensive portfolio at [www.ContentCr8.com](http://www.ContentCr8.com)

## Skills

Adobe Creative Suite, Final Cut Pro, Camtasia, Sceenflow, Salesforce, Hoover's, Various asset management systems, AP style, APA style

Digital/manual photography, digital video Surfing, watercolor, glass blowing  
Founder, Scoodiez ([www.scoodiez.com](http://www.scoodiez.com))