

# Jeffrey W. Steen

## Experienced Writer | Editor Web, Marketing, and Content Specialist

### About ➤

13 years of experience in publishing, content creation/strategy, web design, product development, publication management, marketing, and UX research

### Content Expertise ➤

Technology, small business development, social justice, health/wellness, hospitality

### Key Proficiencies ➤

**Writing/editing:** Proficient in AP style, editorial calendar creation, interviewing, article-writing, freelancer management, UX copywriting, and product creation

**Marketing:** Inbound Marketing and Email Marketing Certified (HubSpot); product funnel builds, sales landers and advertising copy creation

**Advertising:** \$1-10k campaigns deployed on Facebook, Google AdWords, Quora, and Reddit

**Technical familiarity:** HTML/CSS, WordPress, Google Analytics, SEO (incl. WebCEO and Keyhole), Google AdSense, Hootsuite, Constant Contact, Maropost, Microsoft Office, PC/Mac OS and native applications

**Graphic design:** Scribus, Affinity, Swift, Acorn, Scrivener, Photoshop

**Web design:** WordPress, Joomla, proprietary CMS systems

### Education ➤

**BA, English** (Western Washington U., 2003)  
**Graduate Certificate, Theology** (JSTB, 2005)  
**AS, Culinary Arts** (JWU, 2006)

### Work Experience ➤

#### EDITOR, ITIME MARKETING/EARLY TO RISE (2017-PRESENT)

**Achievements:** Manage and grow editorial and marketing content creation, freelance writer sourcing, email marketing, social media strategy, copy creation for new products and funnels, Facebook advertising strategy, company style guide, and website (re)design

**Highlight:** Averaged \$25k in sales per month through a single product funnel

#### MANAGING EDITOR, PEARL PUBLISHING MEDIA GROUP (2006-2017)

*Previous titles: Senior Editor, Editor, Associate Editor, Production Coordinator*

**Achievements:** Managed top-of-industry production for as many as 14 regional media markets across the U.S. and Canada; led team of 5-6 writers and art directors; created and maintained editorial calendar (web and print); wrote/edited major and minor features; managed social media campaigns (Facebook, Twitter, Instagram); crafted budgets

**Highlight:** Built out design and created sales process for launch of DiningOut Passbook—a \$300k revenue product—from book creation through e-commerce portal development

#### MANAGING EDITOR OF CAMPUS PUBLICATIONS, JOHNSON & WALES UNIVERSITY (2005-2006)

**Achievements:** Promoted JWU vision and brand through coverage of events and on-campus initiatives; led student staff of 5-7 writers; launched print and digital monthly publication; served as liaison to community

#### FREELANCE WRITER AND WEB DEVELOPER (2006-PRESENT)

**Achievements:** Wrote popular features for local and regional publications, such as The Denver Post, YellowScene magazine, UX Magazine, Validately, Alpha UX, and The Good Men Project; designed cutting-edge WordPress websites for organizations and individuals