

JEFFREY W. STEEN

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Sought-After Writer / Content Strategist / Managing Editor Innovative Content Creation | Editorial Leadership | Service Excellence

Accomplished writing/storytelling and editorial professional with extensive experience utilizing a strong background in journalistic methods while managing production teams.

My experience includes a studied approach to content creation, web design, SEO, and social media strategy to deliver results that exceed expectations. I am skilled at completing a variety of projects – from traditional print media, including newspapers, magazines, and journals, to both digital and social media with results delivered within strict deadlines.

I have been regularly recognized for my ability to deliver measurable, impactful results while leading in fast-paced, dynamic business environments.

AREAS OF EXPERTISE

- Editorial Calendar Creation
- Article Writing and Storytelling
- Website Copywriting
- Writer Management
- Editing Best Practices
- Social Media Marketing
- Marketing Communications
- Content Creation and Strategy
- Copywriting and Editing
- SEO Research
- Project Management
- Affiliate Marketing

TECHNICAL PROFICIENCY

Advertising: Facebook, Google AdWords, Quora, Reddit
Technology: HTML/CSS, WordPress, Search Engine Optimization (WebCEO, Keyhole), Google Ads, Hootsuite, Constant Contact, Mailchimp, Maropost, Microsoft Office Suite, PC/Mac OS, Trello, Insightly
Graphic Design: Scribus, Affinity, Swift, Acorn, Scrivener, Photoshop
Web Design: WordPress (including e-commerce platform WooCommerce), Joomla, Proprietary CMS systems

PROFESSIONAL EXPERIENCE

EDITOR, MARKETING AND REAL ESTATE VERTICAL

September 2018 - Present

Fit Small Business, New York, NY

- Manage team of five writers, each a subject matter expert in the fields of marketing and real estate.
- Research and manage SEO keyword optimization for all articles.
- Plan editorial calendar for all writers within marketing/real estate vertical for upcoming quarter.
- Deliver quarterly revenue report based on active partnerships.
- Notable achievements while in the position have included:
 - Increasing monthly revenue for my working group from \$160,000 to \$220,000 in six months

EDITOR

August 2017 - September 2018

iTime Marketing/Early to Rise, Denver, CO

- Managed and grew both editorial and marketing content creation for earlytorise.com, encompassing freelance writer sourcing, email marketing, social media strategy, and copy creation for new products and funnels.
- Led Facebook advertising strategy, created the company style guide, and managed both website design and redesign.
- Served as occasional host of the Early to Rise Radio podcast.
- Notable achievements while in the position included:
 - Averaged \$25,000 in sales each month through a single product sales funnel.
 - Grew organic website traffic by 25% over six months.

FREELANCE WRITER/WEB DEVELOPER

July 2006 - Present

Self-Employed, Denver, CO

- Write popular features for both local and regional publications, including The Denver Post, YellowScene Magazine, UX Magazine, Validately, Alpha UX, and The Good Men Project.

Professional Experience Continued

- Design a number of cutting-edge WordPress websites for both individuals and organizations, including Colorado Progress Inspectors, Saint Paul Lutheran and Roman Catholic Community, and David Tauchen Photography.

FOUNDER/EDITOR

June 2014 - December 2018

Gunbarrel Gazette, Gunbarrel/Boulder, CO

- Build and maintain the company's website, writing and editing feature articles, compiling news headlines and blurbs, and responding to reader submissions and emails in a timely, professional manner.
- Take photos for the company's social media platforms in addition to working with local businesses on commercial promotions and advertising campaigns.

MANAGING EDITOR

September 2006 - August 2017

Pearl Publishing Media Group (DiningOut), Denver, CO

- Successfully managed top-of-industry production for as many as 14 regional media markets across the U.S. and Canada.
- Led an immediate team comprised of 5-6 writers and art directors—and well as 20+ freelancers—while creating and maintaining an editorial web and print calendar.
- Wrote and edited both major and minor food/hospitality-related features.
- Conducted extensive interviews with local, regional, national, and international celebrities.
- Managed a number of successful social media campaigns through Facebook, Twitter, and Instagram.
- Launched and hosted the "Served" podcast, an interview platform for DiningOut Magazines
- Notable achievements while in the position included:
 - Built out the design and created the sales process for the launch of DiningOut Passbook, a \$300,000/year-revenue product, from book creation through successful e-commerce portal development.
 - Built training program for launch of magazine franchise in Washington, D.C. and New Jersey.

CONTRIBUTING WRITER - SPIRITUALITY AND FOOD/SPIRITS

January 2011 - August 2014

OutFront Colorado, Denver, CO

- Wrote and edited highly engaging feature stories and regular restaurant profiles.

MANAGING EDITOR OF CAMPUS PUBLICATIONS

August 2005 - December 2006

Johnson & Wales University, Denver, CO

- Continually promoted the Johnson & Wales University vision and brand through coverage of events and on-campus initiatives.
- Led a student-based staff consisting of 5-7 writers.
- Launched both a print and digital monthly publication.
- Served as a liaison to the community.

EDUCATION & TRAINING

Bachelor of Arts, English Language and Literature/Letters – Western Washington University, Bellingham, WA
Magna Cum Laude

Associate of Science, Culinary Arts – Johnson Wales University, Denver, CO
Summa Cum Laude

Certificate of Theology Studies (CTS), Theology/Theological Studies – Jesuit School of Theology, Berkeley, CA

Continuing Education/Training:

HTML5 - Edx Online

Inbound Digital Marketing – HubSpot/Udemy

Photography Starter Kit - Creative Live

Indoctrination and Conversion Email Funnel Creation - Digital Marketer

SEO Fundamentals - SEMRush

COMMUNITY INVOLVEMENT

Webmaster, Worship Leader – Saint Paul Lutheran Church, Denver, CO

Taizé Worship Leader - Mount Calvary Lutheran Church, Boulder, CO