

MICHAEL BURNS

IDEAS. CONTENT. STRATEGY.

515-379-9647

msearch21@runbox.com

ABOUT

Data-Driven Storyteller and Strategist with 8+ years of hands-on experience in omnichannel marketing. Strong strategic, conceptual, writing and editing skills. Adept at managing ongoing requirements for inbound and outbound marketing, including the ability to translate complex and highly technical concepts into on-strategy execution. In-depth involvement in brand messaging, demand generation, content marketing, UX, SEO/SEM, Social Media, Email Marketing and more.

SKILLS

Consumer/B2B Marketing
SEO/SEM Copywriting
Email Marketing
Event Marketing

Product Marketing
Creative Strategy
UX Content Strategy
Ideation

Brand Messaging
Content Marketing
Demand Generation
Social Media Content

KEY PROJECTS

HP Enterprise
Dell
Microsoft
FICO

SAP
Samsung Electronics
Harman International
Symantec

Cisco Systems
Walmart eCommerce
Mercedes-Benz USA
Tata Communications

2020 PROJECTS

Freelance Copywriter

Imangi Studios; Remote (June – July 2020)

Messaging and content development for an emerging gaming studio; I work with a talented producer in the ongoing promotion of popular mobile gaming apps.

Technology Researcher

Confidential; Remote (December 2019 – Present)

Product research and analysis on personal data privacy-related issues. My work focuses on review of current practices and functionality by well-known players in the technology industry.

2019 PROJECTS

Senior Copywriter (Contract)

Salesforce, Inc.; Remote (August – October 2019)

Thought leadership content development for a major player in CRM. My work revolved around research, strategy and writing for a leading low-code platform. Areas of focus include Digital Transformation, Employee Experience and Customer Experience.

Copywriter/Content Strategist (Contract)

WestEd; Remote (May – August 2019)

TOOLS

MS Office, Asana, Trello, Slack, Box, Wordpress, Drupal, Jira, Confluence, Sharepoint, Mavenlink, Adobe Acrobat.

EDUCATION

Blue Ocean Academy (In-progress)
Blue Ocean Strategy
Singapore, Singapore

Resonance Science Foundation (In-progress)
Unified Physics
San Clemente, California

Accelerated Innovation Training
Solution People;
Chicago, Illinois

Lean Startup Masterclass
Lean Startup Machine;
San Francisco, California

General Studies
Macomb Community College;
Roseville, Michigan

Messaging and UX content writing for a major player in the education training industry. My work involved development of high-level messaging frameworks and UX content targeting strategic and functional decision-makers in K-12 and higher learning. Creative brief, content audit, competitive audit, wireframe, taxonomy for a responsive website; SEO copywriting, UX writing, writing for mood boards and gated content.

Senior Copywriter (Contract)

Harman International/Samsung; Remote (March – May 2019)

Message development and content strategy for a brand refresh initiative targeting product managers and developers in the realm of audio engineering and connected devices.

2018 PROJECTS

Editorial Strategist (Contract)

Skyword/Samsung Electronics; Remote (September – November 2018)

Ideation, writing and editing for B2B demand generation campaigns, events and content marketing. My work involved a diverse combination of concepting, industry research, competitive analysis, and developing content marketing strategy to comport with the buyer journey. Assigned writers, provided editorial direction, conducted SME interviews; met regularly with stakeholders to set direction; developed and maintained editorial calendar. Collaboration on visual and interactive content, including webinars and infographics.

Digital Copywriter (Contract)

SAP; Remote (April – September 2018)

Content marketing and strategy for SAP Customer Data Cloud; long-form content including thought-leadership white papers, solution briefs, case studies and blogs. Customer Identity Access Management, Customer Registration, Social Login and Engagement, Profile and Preference Management, Customer Insights and Data Integration.

Senior Copywriter (Contract)

FICO; Remote (February – April 2018)

Brand messaging for a leader in the financial services arena focused on remarketing of decision analytics and optimization, AI and Machine Learning for Supply Chain, Customer Engagement for Retail, Energy, Utilities, Manufacturing, Health and Life Sciences, Transportation and more.

2017 PROJECTS

Senior Copywriter (Contract)

Denver Health Medical Center; Remote (November 2017 – March 2018)

Lead Writer for a large content migration and brand messaging update across dozens of health service categories. Projects involved creative strategy, message development, landing page optimization, and later expanded to internal communications and event marketing.

Content Lead – Marketing Manager (Contract)

Cisco Systems; Remote (November 2016 – April 2017)

Message development and supporting content for enterprise technology and global event marketing. Projects involved creative strategy, content, ideation, landing page optimization, social media, and later expanded to developing content and strategy for an employee intranet and team newsletter. Cloud, Security, Network Storage, IoT.

2016 PROJECTS

Lead Editor – Copywriter (Contract)

HP Enterprise; Remote (August – November 2016)

Content Lead for a major content migration that was part of repositioning HP Enterprise as an entirely new business targeting enterprise technology. Project management, supervising and coaching the work of 5 writers, while updating HPE's brand content, style guides, SEO, and researching and developing new best practices for brand messaging to target strategic and functional buyers along the customer journey. Docker, IoT, Security, Partner Marketing, Networking, Storage, Cloud.

Content Marketing Manager (Contract)

Ixia, Santa Clara, California (April – August 2016)

Developed a series of campaigns which included email marketing, updated landing page messaging, revision of long-form content assets including case studies, solution briefs and white papers.

Senior Copywriter (Contract)

Symantec Corporation; Mountain View, California (November 2015 – March 2016)

As part of a refresh initiative, creative strategy, brand messaging and positioning, go-to market strategy, competitive analysis, as well as development of best practices for targeting strategic and functional buyers. Worked with Digital, UX, Global Marketing, SEO, Customer Experience, Events, Partner Marketing and Sales.

2015 PROJECTS

Senior Copywriter (Contract)

Tata Communications; San Jose, California (January – March 2015)

Directed creative messaging, positioning and go-to market strategy for a cloud-based collaboration suite, including an internal-facing promotion for a 2015 beta launch. Conducted competitive analysis, as well as review and refinement of user personas, user input and site traffic to influence content strategy as part of an evolving user experience.

2014 PROJECTS

UX Writer (Contract)

Walmart Global eCommerce; San Bruno, California (June – November 2014)
Development of user experience content for high-traffic pages including Search, Registry and Lists. Performed website content and competitive audits.

UX Writer (Contract)

Expedia, Inc. – Bellevue, Washington (November 2014 – January 2015)
Development of user experience content and strategy for a variety of landing pages and mobile content.

UX Writer (Contract)

MetLife/Ruder-Finn; San Francisco, California (March – May 2014)
Development of positioning, branded messaging and in-depth user experience content development for a privacy protection service developed by MetLife targeting privacy-conscious adults 18-65.

*More information about this and other short-term projects available upon request