

John P. Ribner

39789 Village Wood Lane, Novi, MI 48375 • 248.513.2677 • jp_ribner@yahoo.com

PROFESSIONAL SKILLS: Case studies, company blog writing, copywriting, creative writing, writing, content creation, content strategy, earned media content, editing, email content, email subject lines, email preview text, interviewing, landing page text, magazine writing, marketing writing, newspaper reporting, product descriptions, proofreading, SEO keyword research, SEO keyword strategy, social media content creation, video screenplays, etc.

HARD SKILLS: Answer the Public, Instagram, Facebook, Google Keywords, MS Word

EDUCATION: Bachelor of Science Degree/Journalism/Central Michigan University, Mt. Pleasant, MI

EXPERIENCE: Content Marketing Manager

UHY LLP

May 31, 2022 – July 19, 2022

27725 Stansbury St., Unit 200

Farmington Hills, MI 48334

Worked collaboratively with the firm's marketing team and stakeholders on all marketing and branding strategies. Drove the ideation and development of high-value content that results in positive engagement across all content channels. Partnered with subject matter experts to develop original content in a variety of formats. Generated new content ideas and core editorial topics by following market and industry trends. Developed content strategies that support and amplify short- and long-term marketing initiatives and campaigns. Measured and reported on content performance; optimizes based on results. Helped develop standards, processes, and tools to drive greater efficiencies in how we work and operate as a cross-functional team.

Deliverables included:

- Website articles
- White papers
- Infographics
- Video scripts and more

EXPERIENCE: Content Marketing Specialist

Phoenix Innovate

March 14, 2022 – May 27, 2022

1775 Bellingham

Troy, MI 48083

Responsible for writing, proofreading, and editing content that suits the unique marketing needs of a variety of external clients. These include for-profit businesses, trade associations, and non-profit organizations. I also create content for Phoenix Innovate and the companies it has acquired.

Deliverables included:

- Blog posts

- Brochures
- Case studies
- Magazine content
- Mission statements
- Proposals
- Social media content
- Testimonials
- Website content

EXPERIENCE: Copywriter

Signal Group, LLC

April 11, 2016 – March 9, 2022

22285 Roethel Dr.

Novi, MI 48375

Responsible for brainstorming, creating, and transforming ideas into words for articles, advertisements, publications, product pages, social media, blogs, sales emails and more. Writes words and text for paid search ads, website content across all Signal Group web properties, Internet content, press releases, flyers, emails, and more. Primary responsibilities include:

- Research the technical properties of products.
- Determine what makes products appealing to consumers.
- Conceive, develop, and produce effective advertising campaigns.
- Write clear and persuasive copy for websites, brochures, ads, and other means of advertising.
- Perform search engine optimization (SEO) techniques.
- Revise, edit, and proofread content as needed or directed by Marketing Director.
- Monitor and change advertising campaigns to improve effectiveness.
- Respond to feedback in a timely manner.
- Work within tight deadlines.
- Check copy for spelling and grammar errors.
- Research competitors and keep abreast of market trends.
- Explore different ideas and concepts for both the visual and verbal elements in tandem with the creative team.
- Craft subject lines and sales content for twice-daily email campaigns.

EXPERIENCE: Director of Editorial Content

SunBizWeekly.com

February 2016 - February 2018

Hebron, KY 41048

Supervisor: John Farr

859-250-8475

Responsible for leading a team of content creators, graphic designer, website administrator, publisher, and sales staff in the production of a weekly online business-to-business trade publication. Collaborated with subject matter experts to guide and develop content and oversaw production of content in alignment with established content strategy. Wrote and edited content according to strategy guidelines and best practices. Primary responsibilities included:

- Created focused content strategy.
- Ensured that content was technically and stylistically accurate.
- Created and maintained content strategy deliverables for websites and applications.
- Collaborated with business partners to define and document requirements for digital content.
- Collaborated in the evolution of company-wide digital editorial guidelines.
- Collaborated with digital content creators on style, strategy and delivery.
- Analyzed, tested, and implemented website content and strategy.
- Ensured that content complied with organizational standards.

EXPERIENCE: Social Media Content Manager

The Power Group Companies

Freelance Director of Social Media Marketing

June 2013 - Present

Hebron, KY 41048

Supervisor: John Farr

859-250-8475

Responsible for: creating Facebook posts, replies and outreach to increase awareness of John Farr's brand in the industry and help him gain more clients.

- Create and publish relevant, original, high-quality content.
- Create regular publishing schedule and format.
- Implement content editorial calendar.
- Manage content and plan specific marketing campaigns.
- Promote content through social advertising.

EXPERIENCE: Head Writer (Contract)

Elite Rehab Placement

December 2015 - February 2016

Clinton Township, MI 48038

Duties & Responsibilities: Crafted compelling, sales-driven marketing content for four websites. Implemented best SEO practices in relation to content creation. Researched and expanded upon a variety of topics and created content for syndication. Worked with marketing team as part of the creative process.

EXPERIENCE: Editor (Contract)

Roofing Contractor Magazine/BNP Media

February 2015 - March 2015

Troy, MI 48084

Duties & Responsibilities: Managed magazine workflow, developing publication's features, columns and department stores, and other editorial content. Assigning and editing articles and deadlines to contributing writers. Keeping editors, writers, and advertising staff on schedule.

EXPERIENCE: Head Writer

IST Magazine

August 2000 - January 2015

Flint, MI 48507

Duties & Responsibilities: Created, proofread and edited all in-house content: features, editorials, press releases, etc. Responsible for authoring press materials and presentations for media representatives. Collaborated with production team to coordinate advertisements and promotions. Interviewed for, created, and edited national trade association's monthly report. Represented publication at national trade exhibitions and regional training events.

EXPERIENCE: Education Reporter

Midland Daily News

August 1997 to December 1998

Midland, MI 48640

Duties & Responsibilities: Researched and reported on specialized field of primary, secondary and college education within coverage area. Investigated breaking news developments and human-interest stories. Reviewed copy for content, grammar and punctuation. Developed ideas/material for columns and commentaries by analyzing and interpreting news, current issues, and personal experiences.

EXPERIENCE: General Assignment Reporter

Morning Sun

December 1996 – August 1997

Mt. Pleasant, MI

Editor: Rick Mills

989-779-6000

Duties & Responsibilities: Investigated breaking news developments and human-interest stories. Reviewed copy for content, grammar and punctuation following prescribed editorial style and formatting guidelines. Developed ideas/material for columns and commentaries by analyzing and interpreting news, current issues and personal experiences.

REFERENCE: John R. Farr

CEO/The Power Group

859-250-8475

REFERENCE: Stuart Sweet

Product, Content, and Engineering/The Signal Group, LLC

909-213-4862

REFERENCE: Jessica Kelley

Owner/Zoda Design, Inc.

810-309-0255