

John P. Ribner

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

Highly motivated communications professional well-versed in leading successful projects and teams. Proven record of planning and executing projects and driving operational efficiency in fast-paced, deadline-oriented environments. Skilled communicator with the ability to motivate and inspire teams to drive positive outcomes and develop long-term customer relationships. Adept at utilizing a combination of analytical, technical, and problem-solving skills to maximize team performance.

HARD SKILLS: MS Word, Outlook, SEM Rush, Google Keywords & Asana

PORTFOLIO: <https://www.jpribner.com/work-with-me/>

EDUCATION: Bachelor of Science Degree/Journalism: Central Michigan University

Freelance Social Media Content Manager

The Power Group Companies
1483 Bottomwood Drive
Hebron, KY 41048
June 2013 - Present
Supervisor: John Farr
859-250-8475

Reinvigorated the client's social media presence by creating engaging Facebook post and overall strategy. This continues to increase his client acquisition rate to 30 percent.

Contract SEO Specialist-Copywriter/JB Tools

31720 Plymouth Rd
Livonia, MI 48150
From: October 31, 2022
To: September 12, 2003

Redefined the purpose of the JB Tools' blog by adding a wide variety of relevant content initiatives. This repositioned the company in the eyes of potential customers and established JB Tools as a legitimate source for low-cost, high-quality products.

Content Marketing Specialist/Phoenix Innovate

1775 Bellingham
Troy, MI 48083
From: March 14, 2022
To: May 26, 2022

Restructured the company's testimonial and case study formula to highlight the best aspects of the company's marketing services. Raised the level of written content to

reacquire a high-profile client that hadn't done business with the company in three years.

Copywriter/Signal Group, LLC

22285 Roethel Dr.

Novi, MI 48375

From: April 11, 2016

To: March 9, 2022

Leveraged writing talent and abilities to drive awareness and increase sales of the company's DIRECTV niche services. Other duties included:

- Reinventing Signal Connect's email and ecommerce strategies for product sales
- Establishing a proven system for gathering customer testimonials
- Driving brand awareness for the corporation's various entities

Director of Editorial Content/SunBizWeekly.com

1483 Bottomwood Drive

Hebron, KY 41048

From: February 2016

To: February 2018

Supervisor: John Farr

859-250-8475

Established the publication's concept and led a team in the production of this weekly digital business-to-business publication. Other duties included:

- Directed team of contributing writers to develop top-notch content
- Sold advertising contracts to sustain the publication
- Collaborated with outside subject-matter experts to drive content development

Head Writer/Elite Rehab Placement

45000 River Ridge Dr #350

Clinton Twp, MI 48038

From: December 2015

To: February 2016

Leveraged writing skills to deliver compelling, sales-driven marketing content for four websites. Day-to-day duties included:

- Timely delivery of marketing content
- Implementation of best SEO practices
- Editing, guiding, and consulting members of the writing team

Editor/Roofing Contractor Magazine (BNP Media)

2401 W Big Beaver Rd

Troy, MI 48084
From: February 2015
To: March 2015

Developed publication's features, columns, and other editorial content.

- Assigned articles and deadlines to contributing writers
- Edited magazine content
- Kept editors, writers, and advertising staff on schedule

Head Writer/*IST Magazine*

14165 Fenton Rd
Fenton, MI 48430
From: August 2000
To: January 2015

Created top-notch business-to-business content that attracted more advertisers and advertising dollars. Other accomplishments included:

- Creating the tanning industry's first awards program
- Developing advertorial formula to increase advertising dollars by 25%
- Influenced advertisers to purchase annual contracts versus monthly advertising

Education Reporter/*Midland Daily News*

219 East Main Street
Midland, MI 48640
From: August 1997
To: December 1998

Researched and reported on specialized field of primary, secondary, and college education within coverage area. Also handled:

- Breaking news developments
- Human-interest stories
- Breaking news developments

General Assignment Reporter/*Morning Sun*

215 N Main St
Mount Pleasant, MI 48858
From: December 1996
To: August 1997
Mt. Pleasant, MI
Editor: Rick Mills
989-779-6000

Investigated breaking news developments and human-interest stories. Other duties

included:

- Developing ideas/material for columns
- Analyzing and interpreting news and current issues
- Creating and producing special focus news pieces