

ESG / Sustainability & Business Content Manager, Writer

Engaging audiences with creative storytelling and high impact digital experiences

Experienced content strategist who works closely with clients and experts to uncover compelling insights and deliver stories designed to engage global audiences. A strategic thinker with deep technology and cross-industry expertise. A confident and collaborative interviewer, driven by curiosity to find the “hook”, regardless of the story. Strong researcher adept at demystifying complex topics and increasing mindshare. Track record of delivering data-driven content that is compelling, credible and consumable across a broad range of digital media including websites, interactive media and tools, videos, data dashboards, thought leadership reports and social media. Passionate about applying a diverse skill set to help solve environmental challenges both locally and globally. Interests – green technology, sustainability, corporate social responsibility, ESG, environmental writing, renewables, smart cities, forests, carbon markets, conservation, climate change, decarbonization, climate action, wildlife and biodiversity.

- CSR/ Social Responsibility / Citizenship
- Climate Action / Carbon Credits
- Interactive Content
- Blog Management / Editing
- Research / Science Communications
- Environmental / Conservation Issues
- In-Depth Reporting / Article Writing
- Social Media / Web Manager
- Technology for Good / Social Impact
- Digital / Editorial Strategy

TECHNICAL SKILLS

WordPress | Hubspot | Adobe Creative Cloud | Canva | Office | Google Analytics | SEO | SEMRush | Email Campaigns

PROFESSIONAL EXPERIENCE

Senior Manager, ESG and Climate Content.....Feb 2023 – present

Cloverly and EcoTech Storycraft (Freelance)

- Define and lead content strategy, brand messaging narratives and editorial calendar across channels including the website and blog, marketing campaigns, email, newsletter, social media, etc. Built the resource library of content from the ground-up and increased monthly inbound leads by 200-fold on average.
- Manage other marketing initiatives including webinars, partner marketing, website migration, SEO optimization, customer success/ case studies, etc.
- Create ESG content for various clients in workforce solutions, sustainable supply chain, clean beauty industries.

Content Marketing Manager (ESG, Carbon Mgmt, Corporate Social Responsibility) May 2021 – Jan 2023

OneTrust, Bright Funds

- Define and lead content strategy, brand messaging narratives and editorial calendar across channels including the website and blog, marketing campaigns, email, newsletter, social media, events, influencer interviews, etc.
- Collaborate with global content and product offering teams to achieve joint integrated marketing goals across product-specific and thought leadership pieces.
- Develop content assets that increase SEO, brand visibility, thought leadership, and leads such as blogs, infographics, ebooks, videos, influencer interviews, one-pagers, white papers, case studies, web pages, etc.

Sustainability and Technology Writer..... Nov 2018 – May 2021

CXO Communication

- Work directly with client to develop content covering a wide variety of topics including their sustainability strategy, renewables, diversity, social impact, smart cities, artificial intelligence, the internet of things, 5G and more.
- Ghostwrite blogs and contributed articles for technology executives and experts across multiple regions.
- Interview experts and create playbooks on strategic priorities for client’s press and analyst teams.
- Edit case studies, sustainability report, video scripts, white papers, solution briefs, messaging architecture, etc.

Climate Reality Leader..... Mar 2019 – present
The Climate Reality Project, Atlanta trained March 2019

Nonprofit & Corporate Communications Writer.....Mar 2014 – Oct 2018
Species360, Freelance, IBM

- Wrote a variety of technology content assets for large telecommunications client that were well-received. Topics included drone and environmental monitoring, smart cities and hosted voice communications.
- Managed all content marketing, communications, PR, event collateral, website, blog and social media for nonprofit organization (as a one-person team). Grew social media reach, engagement, amplification by 3-9x across all channels, and improved Google search rank by more than 15 points for priority keywords. Animated video I produced for CEO to present at a worldwide conference for directors received a standing ovation.
- (IBM) Managed development of and wrote thought leadership materials that paired strategic insights from market research with practical lessons to help business leaders deliver better results. Created and managed the launch of content assets such as white papers, picture books, infographics, videos, interactive experiences to elevate IBM's voice and increase mindshare in key emerging technology markets. Led IBM AI for Social Good (Sustainability) project, delivering a long-form article based on a series of expert interviews to demonstrate how innovators are using new artificial intelligence capabilities to protect the environment.
- (IBM) Led launch/redesign of several branded channels, achieving consistently high growth and engagement across all. In one year, tripled internal digital community and blog traffic, doubled the number of contributing bloggers, and grew blog shares and Twitter engagement by 5x.

Global Social Brand & Community Manager.....Nov 2011 – Feb 2014
IBM Brand System Workforce Enablement

- Pioneered the transition of the alumni program from a website to a social media-based community model, increasing engagement and saving \$600k in platform costs. As a result, other branded communities such as IBM HR, the Center for CIO Leadership and IBM Club adopted model for their audiences.
- Developed a first-of-a-kind automated email solution, delivering team member registration status for employee values jam to managers and encouraging attendance, doubling overall employee participation.

ADDITIONAL EXPERIENCE

Held various advancing roles at MITSUBISHI CONSUMER ELECTRONICS and IBM with direct responsibility up to 30 people and budgets up to \$10 million.

EDUCATION

Master of Science (MS), Business Management / Marketing, Nanzan University, Nagoya Japan

Bachelor of Arts (BA), Business Administration / Japanese Studies, Oglethorpe University, Atlanta, GA

PUBLICATIONS / AWARDS / OTHER

- Published bylines in Cloverly, OneTrust, Bright Funds, Species360, GreenBiz, American Forests, multiple IBM brand blogs and corporate newsletters. Ghostwritten articles on client blogs, Forbes and Tech Target.
- Designed, produced and managed multiple brand websites/blogs on Wordpress.
- Clients/industries for digital projects have included retail, financial services, consumer electronics, manufacturing, nonprofits, associations, online communities and networks, cultural events.

Additional writing samples available upon request.