

REBECCA McCRACKEN

marketing & communications strategist

QUALIFICATIONS

Over 13 years of experience. Focused skills in team and project management; marketing consulting and plan development; content creation and management; editing and editorial strategy; process creation; client and vendor relationships; budget strategy and ROI evaluations; media buying; KPI analysis.

- 2020 **Big Life Journal** remote
Content Director & Editor-in-Chief
 Responsible for formulating company content strategy and plan/manage the editorial calendar. Create and manage company style and voice/tone guide. Hire, manage, and develop freelance writers. Edit all blog and company content, and optimize for SEO. Work with social media managers to repurpose blog content for social media. Create weekly email newsletters.
- 2019 **Dataquest** remote
 2020 **Managing Editor, Project Manager**
 Created processes around project management, kept authors on track and productive. (Due to new processes, we released 22 courses in 2019 versus 8 courses in 2018.) Responsible for creating and maintaining voice/tone and style guides; worked cross-functionally with engineering/marketing teams; and deployed courses/site changes. Managed PT copy editor.
- 2017 **Student Loan Hero** remote
 2018 **Managing Editor**
 Quarterbacked the editorial team. Responsibilities included hiring; managing the copyeditors and the visuals editor; onboarding and training our editorial staff; overseeing the content team's conference schedule and budget; tracking production; developing and optimizing our editorial and cross-functional processes; managing the multi-department article optimization process to improve SEO and boost traffic.
- 2014 **Fuel Medical** camas, wa
 2017 **Quality Assurance Manager**
 Responsible for final approval of all creative assets and deliverables: checked for brand/design compliance and consistency, HIPAA compliance and overall effectiveness. Expedited and improved project manager workflow by developing processes and training tools to support consistent execution of campaign strategies, initiatives and collateral.

- 2011 **SpringActive, Inc.** tempe, az
2012 **Marketing Manager**
Project manager; projects included creating digital/print collateral, complete overhaul of company website, addition of new media, coordination of company presence and activities at industry events and trade/consumer shows.
- 2011 **Boon Inc.** tempe, az
Public Relations and Communications Manager
Created and distributed all internal and public-facing documents. Managed all aspects of company publicity and media product placement. Developed advertising budget and campaigns.
- 2009 **Zog Media** scottsdale, az
Marketing Coordinator
Created all digital and public-facing collateral for new social media site. Extensive digital marketing to pique public interest and generate media attention.
- 2007 **Phoenix Picks (Westover Media)** phoenix, az
2011 **Senior Editor**
Provided editorial spotlight and support for local, independent businesses to increase sales and promote brand recognition.
- 2007 **Virgo Publishing (now Informa)** phoenix, az
2008 **Associate Editor**
Wrote monthly B2B research-based articles. Managed editorial calendars and article assignments. Designed layout and managed production process monthly. Led complete redesign of publication.

**Millersville University**

millersville, pa

Major: English**Minor:** Journalism**Degree:** Bachelor of Arts**TECHNICAL SKILLS**

Experienced in Adobe InDesign, Asana, Circle CI, Constant Contact, CoSchedule, Git, Github, Google Analytics, Groove, HTML/CSS, In-house Content Management Systems, IO Analytics, Iterable, Jira, Jenkins, MailChimp, Mode, WordPress, Zendesk.